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# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

GEO. P. ROWELL & Co., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. VI.

NEW YORK, FEBRUARY 3, 1892.

No. 5.

## To Advertisers:

If you wish to advertise anything anywhere at any time,

- 1—Send us such information as will enable us to prepare a suitable advertisement for you.
- 2—Tell us where you wish to advertise ; that is, specify the field, or what it is that you wish to accomplish.
- 3—Tell us how much money you will devote to the advertising ; that is, to the first order—the one you now have in mind.
- 4—Authorize us to procure the best advertising we can for you within the prescribed limits. If you have no previous acquaintance or open account with us and are not accorded a good credit in the mercantile agency books it will be well to give references.

When you have placed us in possession of the information and authority above indicated our services are at your command.

Correspondence is solicited.

GEO. P. ROWELL & Co.,  
NEWSPAPER ADVERTISING BUREAU,  
10 SPRUCE ST., NEW YORK.

# Purely A Business Matter.

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## Do You Want to Address

more than one-sixth of the reading population of the United States outside of large cities without trouble and at a very reasonable price?

## If You Do

we can accomplish it for you through the 1400 local papers comprising the ATLANTIC COAST LISTS.

Half a cent a line a paper for transient advertising; quarter of a cent where 1000 lines are to be used during the year.

One electrotpe only is needed if electrotpe is used. Files of the papers can be seen at our office. Catalogues, full information and estimates sent when requested.

## Atlantic Coast Lists,

134 LEONARD ST., NEW YORK.

# PRINTERS' INK.

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## RAILWAY ADVERTISING.

*By Wm. Hosea Ballou.*

More interesting than railway advertising itself is the impression which people receive of a road by which they are influenced to patronize it.

Is it the advertising, the scenery, the equipment or the speed which carries the greater weight; or the road which combines all of these?

Here are two rival systems running to Chicago, the Vanderbilt and the Pennsylvania. Their advertising stands side by side in the dailies. An examination of it discloses similar inducements to patronize the lines—equipment, service, scenery and speed.

In respect to equipment, the advertisements tell us that each road has vestibule trains, and so far as the vestibules are concerned, each boasts that the courts have upheld this or that principle concerning them. We are told that each has drawing-rooms, reading-rooms, maids for ladies, barbers who are sufficiently expert with the razors to offset the oscillation; that the cars are elegantly bound in blue and old-gold plush, are comfortably heated, well lighted and aired; that the dining cars have cuisines which tempt epicures; that the speed on each has been reduced to the minimum of twenty-four hours.

So far, the honors are equal with the public, except to that section who prefer the straighter stretch of track and varying scenery of the Erie, with its views of the monster industry of modern times—Standard oil, wonderful ravines, gorges and curves and plunges of the headwaters of many Eastern rivers. Such being the case, what particular thing influences the public more generally in favor of the Vanderbilt or the Pennsylvania route? I am not the only one who has asked that query. The officials themselves daily ask the same question; the public puzzles on it. I am of the opinion, purely from

observation, that the New York Central people have scored a single point on the Pennsylvania, and by it have won, perhaps, twenty-five per cent more traffic. The point is simple and argues for itself. Many people have nausea when riding on the cars, and those for whom the sea has no terrors are deathly sick when riding over elevations on the cars. The Pennsylvania people offset, with the scenery of the Alleghenies, the Central's scenery along the Hudson; but right here the New York Central people have pointed out that the mountains over which the Pennsylvania's tracks run are productive of nausea. On that point alone they score their advantage.

It will thus be seen that advertising plays a powerful part in the drama of the railway; that the railway uses advertising as a sword's point with which to best its rivals. No advertising is so interesting to me as that of the railway. The New York Central has an immense literary bureau from which it pours out a magazine, an annual illustrated volume, engraved folders and a mass of information concerning the glories of the Adirondacks, the greatness of Niagara, the poetic beauties of the Hudson.

Here is the New York, Ontario and Western, a road only extending from this city to Oswego, but which places before the public a superb annual, as finely illustrated as the works of the biggest trunk lines, in which we are shown that the interior of New York State has miniature mountains, cascade springs where the trout is unwary, innumerable enchanted spots for summer homes, glimpses of inland lakelets, and a tour along the Oswego River, to me still unsurpassed in views, and battles with the black bass.

The king of advertisers among railways is undoubtedly the Northern Pacific. Here is a road which has utilized the most powerful cameras and has circulated over the world big,

unsurpassed photographs of the scenery of the Bad Lands, Yellowstone Park and the Northern Rockies to Puget's Sound.

The Union Pacific has also sent forth the Rockies, but in a different manner. It has gathered the sublimest views, had them engraved by able artists and enclosed them in pamphlet form for general distribution.

The Southern Pacific contents itself by scattering views of the California coast resorts, California vineyards and California fruits. It appeals mainly to two elements—the invalid and the agriculturist of large means.

The Michigan Central is a very large advertiser. Niagara Falls on the East and Mackinaw on the North are its strongholds. It apparently aims more to induce Chicago people to go to the resorts than outside people to go to Chicago. Not a word has it ever put forth to convince the world that Chicago is a great town—if it is—or that the New Yorker should hie himself there if he desires to witness a city—if it is one. No! The Michigan Central offers superb works to show Chicago people that Niagara Falls is as interesting as the Stockyards and that Mackinaw is wet enough for a bath and scenic enough for a flirtation. Once convince a Chicago girl of adequate facilities for a summer's flirtation and immediately she hies to the congenial spot. Men angle at Mackinaw for fine fish and women for fine men.

The Chesapeake & Ohio engages the most elaborate lithographer to reflect the master scenery of the blue-veiled Blue Ridge range, the Valleys of the Kanwha and James, the subtleties of White Sulphur and Old Point Comfort and the peculiarities of the Natural Bridge.

When we turn southward, the Louisville & Nashville offers most printed and engraved matter for consideration. Here is a road which bisects a line of bigger cities than any other, the greatest metallic industrial field on this Continent, and spans the longest stretch of Gulf Coast. Its glory is in winter, when the masses flee South as naturally as the song-birds, when the Mardigras at New Orleans offers as powerful magnetism as Coney Island in summer. On none of these points has the advertiser of the Louisville & Nashville neglected his cunning. The road's folders and time-tables teem with pictures and

descriptions, and in addition bulky volumes in paper covers with matchless scenic art work are sent forth. This is the favorite road of the correspondent, the magazinist and the editor. I venture that more people in the inky profession ride over this line than any other three roads. The resulting advertising causes the three roads in question many pangs of envy.

Other great advertising lines are the Chicago, Milwaukee & St. Paul and the Illinois Central, which nearly cover the entire Mississippi River. There is no resemblance whatever between the scenic productions which these two big roads covering the same stream turn out. The upper and lower Mississippi are as widely opposite in their views as any two politicians might be. No stranger would ever suspect that the Mississippi below Cairo was in any way related to the Mississippi above Sabula. Wide stretches of muddy water, picturesque water craft and negroes greet the traveler southward, beautiful curves and lofty, over-towering precipices and boulders engage his eye to the northward.

So far as I have observed, no road east of New York advertises. The White Mountains and the coasts extending northeast from New York are left to depend on the general knowledge of people and the varying whims of fashion. It is possible that such roads can exist comfortably without calling public attention to the resorts except through the society columns of the press, but I have never had any difficulty to get accommodations northeastward. There always seems to be an abundance of room in that direction and a space which judicious advertising might fill.

The eagle suffers little birds to sing.

—Shakespeare.

WHILE the officers of the Post-Office Department are engaged in studying up the law, would it not be just as well to allow business men to pursue their legitimate affairs without submitting them to unnecessary annoyance and expense? In other departments people are charged with wrongdoing and given an opportunity to present a defence; but the Post-Office hangs its man in the first place and allows him to get himself resuscitated later if he is innocent, and has the requisite influence, energy and capital.

# SHALL THE TRADE JOURNALS BE KILLED?

*By a Lawyer.*

The present law regulating postage on newspapers to subscribers was intended to afford publishers additional facilities for distributing their papers more generally, thereby to increase the percentage of the reading public and assist in disseminating news and other matters of interest. It is the duty of the Post-Office officials to strictly carry out this intention.

They appear to construe the law liberally enough when great political dailies and weeklies are concerned. For, without hesitation, they permit them to be sent through the mails freely during a political campaign to names furnished by candidates or selected from tax lists, even though the persons so receiving have never in any way subscribed.

They permit publishers of such papers to make new subscribers by offering a book at less than the regular wholesale price, and throw in a year's subscription free to any one who will send the amount named for the book alone. They agree that a publisher whose subscription price is \$2 a year may give a copy of his paper one year to any one (thus making him a subscriber) who will send the names of four new subscribers, with \$4 in cash, or half the regular subscription price for the four.

They allow them without let or hindrance as large an "exchange list" as they desire.

And, in short, they never question whatever means are adopted by the *New York Tribune*, *Times* or *Sun* to obtain new subscribers. Every name on the subscription list of these papers is that of a subscriber.

This is correct. It is all within the intention of the law and just as it should be.

But these same officials adopt and undertake to enforce an entirely different rule when papers of a different class—or as they are called, trade journals—are concerned.

Is there any reason why the trade journal is not entitled to all the rights and privileges enjoyed under the law intended for publishers of every class? The class journal is an institution. It has come to stay. They already number several thousand. The average class journal requires and has more

capital than the average political weekly. It requires editors of a higher average of literary ability, who command and receive higher average wages. In every way the trade journal is a more expensive paper to furnish. More brains are needed to make a scientific man than are required to do the ordinary work performed by a so-called politician.

In their line, the trade journals are the very best advertising mediums and command a higher price per line for space than any other journals expect or can secure.

The Post-Office Department has frequently objected to them on the ground that they are published by some man or firm liable to derive personal advantage in a business way therefrom. But who, aside from the man or firm who knows all about the business, science or art treated of, could publish the paper at all and make it of any value, and who ever published any paper—unless it was Wm. Lloyd Garrison—whose main object was not to make money from it.

There is no more enterprising and reliable publishing firm than that of Harper Bros., and *Harper's Monthly* has done more to sell Harper Bros.' publications than any other medium they could possibly find. It was established primarily for the purpose of advertising Harper's other publications. It was so valuable for this purpose that for years the publishers refused to insert any other advertisements than their own in its pages, because, they said frankly, the space paid them better in that way. And yet the Post-Office Department did not deprive it of second-class rates because "too much" of the owner's own advertising, intended to facilitate their own business, appeared in its pages. But, reasoning from precedents, had it been a "class journal" its career must have been cut short.

The *Scientific American* disseminates weekly most valuable information to scientific men, manufacturers, builders and inventors. It contains, some weeks, many advertisements of its publisher's own business, but that does not hurt it with the general reader, nor does it now with the Postmaster-General; but at first it had to fight the same battle that most papers of the class order are compelled to wage. It was published by Munn & Co., who, themselves, were patent agents, and

who used its columns to increase their own business. Who else but Munn & Co. could have established it? Of course they won in the end, and, although the same objections existed to-day that were made by the officials at first, it has become too well established to be meddled with.

Undoubtedly the art of advertising is of interest to a larger constituency than are the subjects treated of by the *Scientific American*. A proper presentation of correct advertising methods will save the people more money than it costs to pay all the salaries of the Post-Office Department in Washington, and will enable advertisers to obtain larger returns from their investments, while at the same time the volume of business will be greatly increased, and consequently the amount of space required in the newspapers, so that there will be a direct advantage to publishers as well.

To cover this field thoroughly and intelligently, PRINTERS' INK was established. It could be published by no one else who could give to the subject so much intelligence and such practical information, so Messrs. Rowell & Co. are the proper ones to publish it. That it may, perhaps, benefit their business is an accident, not an incident, and is in no way to be considered in fixing the status of the paper. That it is so regarded by them is clearly shown by the fact that to their rivals in business they have every year sold the most conspicuous pages, and that the pages thus sold have been used by the rivals, at times, with the intentions of directly injuring the publisher's business.

This paper has no rival. It fills a most important field in journalism. It has a larger constituency than any other trade or class paper published. It is quoted from more frequently by newspapers than any other paper in New York, and it is read by more publishers and advertisers than any other newspaper printed. It has become an important factor in a most important field. It influences the methods of both large and small advertisers in this and other countries, and has subscribers in all parts of the world. The annual expense of publishing it is not far from \$75,000, and the paper is so well regarded that receipts from subscriptions and advertising not only pay all expenses but leave a handsome surplus. The lead-

ing papers and advertising agents advertise in its columns and are its best customers.

Is it fair or is it just, then, that the Department should raise technical objections to interfere with its prosperity, which are most conspicuously passed over as undeserving of attention in such publications as *Harper's Monthly Magazine*, *Toledo Blade*, *New York Sun* and other equally influential mediums?

And if these objections are not waived, the writer hopes its publishers will ask the Supreme Court to construe the law.

#### WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, Jan. 13, 1892.

The substitution evil is felt, as has been before mentioned, on this side of the ocean, and some advertisers are wisely directing attention to it in their announcements. Mr. Elliman, in advertising his embrocation, now always ends with a remark which he would like to put into the mouth of all his patrons:

And it I will have, or I will have none.

Pain killer advertisements, too, all end with "Refuse ineffectual imitations." A good plan, and one not adopted as often as it should be, is coming into vogue also, of illustrating advertisements with a clear representation of the genuine package, accompanied by an exhortation to observe and demand the trade-mark. But, of course, the worst part of the trouble is the substitution of other things which are "as good."

\* \* \* \* \*

A dairy company here has recently taken to advertising in newspapers "Best milk 4d. per quart, delivered by so-and-so," which is a new departure. Nobody thought of advertising milk before. The announcement serves to contradict two fallacies: First, that anything at all is outside the benefits of newspaper advertising, and second, that advertised commodities are necessarily dearer than others—fourpence a quart being the regular price of milk all over London. Among other unaccustomed things which it is found profitable to advertise in papers of general circulation I note theatre turnstiles and workman's time checking machinery.

The practice of "sorting" advertisements, in the way adopted by the *Century* and other American magazines, is not much in favor here. For instance, the last number of the *Illustrated London News* contains, on one page, advertisements, none of them smaller than two and a half inches in column, and some of them as large as three and a half inches across page, of the following articles: Face powder, chocolat-menier, Carter's pills, jewelry, a dentifice, Cod liver oil, a song, a book, cocoa, corn plasters, an asthma cure, perfumery and butterscotch.

It is justly pointed out in what is here the current issue of PRINTERS' INK (December 16), that

Advertisements have come to be considered not merely as signs of substantial prosperity in a periodical, but are regarded as a desirable feature in themselves. Even *Harper's* or the *Century* would have a "lean and hungry look" without its business announcements!

It is furthermore true that the advertisements it is able to get are an index to the repute and circulation of a periodical; wherefore certain folk, not prospering on legitimate lines, sometimes insert advertisements of good houses free, as "bait," of which device PRINTERS' INK detected a flagrant instance some time back. In England, a successful paper may sometimes be recognized by the advertisements which it excludes. Some well circulated American contemporaries might copy with advantage the following schedule, prominently displayed in the *London Star*. They need it.

Advertisements to which the following classification is applicable are rigidly excluded:

- Sporting Tipsters.
- Certain Medical Specifics.
- Child Adoption.
- Word Counting, and other similar Guessing Competitions.
- Continental Photographs, and
- Any Advertisements whatsoever of an apparently objectionable or fraudulent character.

The advertising manager told me that he refuses twenty or thirty advertisements a week, for coming within the above category. The *Star* is, in other ways, rather tender towards advertisers. It prints, among reading matter, such little notices as the following, intended to direct attention to advertising pages:

There is a tide in the affairs of men,  
Which, taken at the flood, leads on to fortune;  
Omitted, all the voyage of their life  
Is bound in shallows and in miseries.

—JULIUS CÆSAR.

A good bargain in a house, to be absolutely one's own, and to be paid for through a course of years, instead of wasting the money by paying rent to an aristocrat landlord, will keep a man steady on the voyage of life, and lead on to fortune. For such opportunities see the small advertisements on fourth page.

This is not a "reader" paid for by an advertiser to call attention to his own announcement, but a sort of editorial phillip for the common good.

"Wants" are stimulated in like manner by the following:

Why let the stricken deer go weep,  
The hart ungalled play;  
For some must watch while some must sleep;  
Thus runs the world away.

—HAMLET.

Some have things they want to sell, and some have need to buy. The opportunity of doing either is offered to every one at a small charge. See rates above the small advertisements on page four.

## THE CONFIDENCE MAN IN ADVERTISING.

By John Z. Rogers.

The confidence man is ubiquitous. He "works" not unsuspecting strangers from rural districts alone, but numerous other classes, and the advertiser is on his list along with many others. The confidence man's methods are similar the world over, although the details of procedure are necessarily different in various cases; and whether he is giving green paper in return for greenbacks, or a deed to visionary real estate in exchange for a certified check, his motto is, "Get all you can for as little as you can."

No doubt in working advertisers he has to allow his victims a trifle more than when laboring in other fields, but even then his profits are very satisfactory to him. In working this field he turns his attention to souvenir books and pamphlets. The souvenir usually relates to a local institution; frequently the fire department in the conservative towns and cities, and to the town itself in the "booming" section of the country.

Both schemes are very successful on the whole, but the former is more readily and quickly worked.

The man is of course well dressed, a good talker and has plenty of money. He stops at the best hotel, keeps his cigar-case full, and is very "slick" in every sense of the term. He easily gets permission from the fire department officials to write up and publish a souvenir book containing a history



of the department, as well as of each company, and other matter. He is to pay all expenses and the net profits are to be divided, sometimes equally and sometimes otherwise. Plenty of help is afforded him. The statistical portion is accessible and has but to be compiled by some ever-willing local solon, and there are always one or two firemen or private citizens ready to accompany him while he first works the local press for notices and then the merchants for advertisements. It is very easy to do all this if one but understands it, and the advertising confidence man is an artist. He is enthusiastic and speaks in glowing terms of the bravery of the "fire laddies" and how much the prospective money will swell their relief fund. He works up one street and down another and his pockets bulge with signed contracts. Of course the business men advertise, for even if they do not need an advertisement the object is a noble one, and beside they can't afford to stay out and be called mean, especially when but five or ten dollars are at stake. If they are backward the confidence man "works one against another," so to speak. It takes but a few days to get all the space taken, and but a week or two more to get the pamphlet off the press. The printing is expedited, as the promotor has stock cuts and a mortised title plate at his printer's in some big city, and there are but few cuts to make. The cost and time of composition are lessened, as a portion of the matter is always standing in type. These facts, however, are not explained to the fire department, and the printer's and stereotyper's bill is always as large as it would have been had the job been a local one.

By the time the book arrives the public are greatly interested in the scheme, probably because it has been accomplished in a sense "for charity's sake." It looks well, too, for it is well printed and on good paper, and the picture of the mayor, that most popular of men in small cities, adorns the first page. But what a lot of advertisements there are in it! It takes but a little time to collect the advertising bills, for they are of small sums, and to divide the spoils. This done, the confidence man takes but little time in saying good-byes and starting for "green fields and pastures new." Like the Arab, he folds his tent and just as silently he steals away.

Soon the "public," or at least the advertising portion of it, begin to catch on, and to realize that they have been neatly and artistically worked. The edition of the pamphlet was very small, and circulated almost entirely in the city. Their advertisements contained practically nothing but their cards, and as no novelties or specialties were announced, and as nearly all the readers of the pamphlet knew them and their places of business, it was money thrown, or at least given, away. To be sure the firemen's relief fund was a thousand dollars better off; but, on the other hand, so was the enterprising and kind-hearted gentleman who engineered the scheme.

But yet, notwithstanding all this, some good was accomplished.

Those who had paid for their experience learned to follow the strict and narrow path that leads to success; which is—newspaper advertising.

#### AN ADVERTISING "POINTER."

*By L. J. Vance.*

The word "pointer" has come to have a special meaning. It is now an Americanism synonymous with "tip," another slang word, which means some good and reliable information given on the quiet, or in advance.

In a recent number of *PRINTERS' INK*, Mr. S. C. Beckwith uses the word in the old-fashioned way. He gives a picture of an ancient Dutch clock; on the dial are the words, "*The Oregonian*," and of the hands he says, "The pointers point you the right way."

That is one kind of an advertising pointer. The name of other kinds is legion.

In truth, of the making of pointers there is no end; so that any plan, scheme or device is now called a "pointer," whether it be one or not. Now, I have in mind an advertising pointer of still another kind—one that has been tried for several years and not found wanting. The idea or scheme is so good that, I think, it is worth "writing up."

Some six or seven years ago, Mr. R. A. Harrison, who was then editing the *Hotel Gazette*, conceived the notion of sending out to his advertisers, every week, a small sheet containing early and reliable information about new hotels and club-houses, alterations and improvements of the same.



His advance information was appreciated by wide-awake advertisers. Moreover, it was an "argument," or rather a peg on which to hang an argument, to attract and bring new advertisers to the paper.

In 1887 the sheet was enlarged and issued weekly as the *Hotel Register* "Pointer for Business." The value of a "pointer" of this kind is that a business man or firm can take advantage of their advance information. The time to book an order or to make a contract for goods or supplies is before your rivals are on the ground. One order alone would pay for the advertisement. Hence, dealers in hotel and furnishing supplies found the "Pointer" of value and profit. In short, it acted in co-operation with their newspaper advertisements and proved effective in some places which the latter did not reach.

Last year the "Pointer" was again changed to the *Advance Building News*. From the announcement we quote: "The object of this publication is, as its title indicates, the giving of the earliest information regarding new and important building enterprises in which our customers are interested,

namely: hotels, club houses, hospitals, churches, theatres, and buildings costing over \$50,000."

Of course, it takes an expert and some money to obtain early and reliable information. The editor draws from many sources—from architects, owners, builders, real estate agents, news agencies, etc. The nominal price of the *Building News* is \$50 a year, and it is not intended to be sold to any persons except customers.

It is believed that advertisers thus obtain "pointers" that could be found in no other way. For, in brief, few business firms have the facilities for securing advance information. As soon as advertisers learn of a new enterprise, to which they might furnish supplies, they may at once send a letter or a representative.

The chief object of any advertising pointer is to attract business; or, in the choice language of Mr. Beckwith, to "capture the elusive Goddess of Fortune." If such be the true case—and it is—the "Pointer" might work well for advertisers in other trade papers, and, accordingly, we make the suggestion.



#### THE MISSOURI VALLEY.

Of the three million square miles, sixty-five million people and twenty thousand newspapers of the American Union, 509,745 square miles, 8,890,434 people and 3,954 newspapers are found in what may be denominated the Missouri Valley, consisting of Minnesota, Iowa, Missouri, Kansas, Nebraska, North Dakota and South Dakota.

Much of the richest and most profitable farming land in the world is included in this section, and as a whole it is in an exceedingly prosperous condition, and the population is rapidly increasing.

The chief centers are St. Louis, Kansas City, Minneapolis, St. Paul, Des Moines, Topeka and Omaha. Good dailies reaching far out into the surrounding country are published in

all of these cities, while their weeklies circulate over the entire State, and in some cases through the entire Missouri Valley.

PRINTERS' INK has just issued a list of all the leading towns of these States, including every place having 5,000 people, and every county seat with 3,000, and naming *the best newspaper published* in each place. This list will be sent to any address for five two-cent stamps.

### "OUGHT TO BE KILLED."

"They ought all to be killed and we are going to kill them if we can." These words fell from the lips of a gentleman whom we cannot quote. Perhaps, however, they will be recalled when in the not distant future the Post-Office Department takes executive action regarding alleged magazines which are nothing more or less than the circulars of the concerns which publish them.—*Exchange.*

The publishers of PRINTERS' INK recently addressed the following communication to the Post-Office Department, asking for information believed to be required for the proper conduct of their affairs as publishers:

NEW YORK, January 21, 1892.

Post-Office Department,  
Washington, D. C.:

GENTLEMEN—The inclosed letter was received this morning.

It requests that the name of the Eureka Advertising Agency be placed on PRINTERS' INK mailing list, and that the paper be sent regularly. It is customary for newspaper publishers to send papers to advertising agencies without charge.

If PRINTERS' INK is sent to this advertising agency without charge, will that fact in any way prejudice its right to be admitted to the mails as second-class matter?

A reply will oblige

Your obedient servants,

GEO. P. ROWELL & Co.,

Publishers of PRINTERS' INK.

P. S.—Please return the enclosure.

The Eureka does business on a strictly cash basis, and and is the only agency between N. Y. and Buffalo. Office of Eureka Advertising Agency, }  
BINGHAMTON, N. Y., Jan. 20, 1892. }

Geo. P. Rowell & Co.,  
10 Spruce St., New York City:

(Enclosure.) GENTS—Replying to yours of the 19th inst., concerning an order for space in PRINTERS' INK, will say that we expect to be able to send you some business a little later on. Would it not be well to place us on the exchange list and send us the paper regularly?

Enclosed we hand you \$1.00, for which kindly send us your book for advertisers.

Yours respectfully,

(Signed) EUREKA ADVERTISING AGENCY.

NEW YORK, January 22, 1892.

Post-Office Department,  
Washington, D. C.:

GENTLEMEN—We desire to issue the inclosed offer to persons likely to be interested

in PRINTERS' INK and its subscribers. We issued a notice precisely to the same effect a few weeks ago, and on account of this our paper has been excluded from the mails as second-class matter, owing, we think, to a misunderstanding of the facts.

We now desire, therefore, to learn from the Department, before issuing this notice, whether we have or have not the right to issue it without prejudicing our right to enter our paper at the Post-Office as second-class matter.

Your reply will oblige

Your obedient servants,

GEO. P. ROWELL & Co.

OUR OFFER.

If you will obtain for us seventy-eight subscribers for PRINTERS' INK, and pay us for them at the rate of \$2 each, or \$1.50 in all—which is exactly double the usual price—we will give you, without charge, a four-line advertisement in fifty-two issues of PRINTERS' INK. For more subscribers, at the same rate, we will give an advertisement larger in the same proportion.

NEW YORK, January 23, 1892.

Post-Office Department,  
Washington, D. C.:

GENTLEMEN—There is published in New Haven, Connecticut, a monthly paper called the *Household Pilot*, "devoted to the interest of every American household." Its subscription price is stated to be 25 cents a year, and it is said to be "the cheapest paper in America."

Inclosed is an advertisement of the *Household Pilot*, in which they offer to send the paper free to any one who will send 20 cents to pay postage, and the names and address of five lady friends who would like to have sample copies of the *Household Pilot*.

We would be glad to know if there is anything in this advertisement that infringes any post-office law or regulation; that is, whether subscribers obtained in this way are or are not entitled to receive their papers through the mails at second-class rates.

Your reply will oblige

Your obedient servants,

GEO. P. ROWELL & Co.

(ENCLOSURE.)

Send us 10 cents to pay postage, and the names and addresses of five lady friends that you think would like sample copies of the *Household Pilot*, and we will mail it to you one year free of cost. A large 8-page, 40-column illustrated *Household and Farm Journal*, one of the best in existence. Now in its 13th year. Devoted to short and interesting stories, Fancy Work, Fashions, Horticulture, Agriculture and everything of interest to the whole family. Large Cash Prizes given away. Address: *PILOT PUBLISHING Co.*, New Haven, Conn.

ONE  
YEAR  
FREE.

On the morning of the 26th the following letter was received by the publishers of PRINTERS' INK:

POST-OFFICE DEPARTMENT,  
Office of the Third Assistant Postmaster  
General,  
WASHINGTON, D. C., January 7, 1892.

Messrs. Geo. P. Rowell & Co.,  
New York, N. Y.:

GENTLEMEN—Acknowledging receipt of your favors of the 21st and 22d inst., relative to PRINTERS' INK, permit me to state that the

"permit" allowing the periodical to pass in the mails as second-class matter was cancelled under the advice of the law officer of the Department.

At the instance of your attorney, the Postmaster of New York was authorized to mail it as second-class matter on the deposit of postage at the third-class rate, pending a decision on your appeal from the action of this office. In view of these facts, I do not feel warranted in considering any propositions in regard to advertisements or subscriptions to the publication until its status is finally determined. Very respectfully,

A. D. HAZEN,  
Third Assistant Postmaster General.

To this letter the publishers of PRINTERS' INK made answer as follows:

NEW YORK, January 26, 1892.

Hon. A. D. Hazen, Third Assistant Postmaster General, Washington, D. C.:

DEAR SIR—Your letter dated Jan. 7th (?), which purports to be in answer to ours of January 21st and 22d, is at hand, and utterly fails to answer either of the above-named letters.

We are also without answer to our inquiry of the 23d. We believe that we are entitled to something more definite.

Very respectfully,  
GEO. P. ROWELL & Co.

P. S.—In our letter of 21st inst. we asked that the inclosure be returned. May we not now ask that that request be complied with?

To this letter no reply has been received.

## Correspondence.

DON'T WANT FRACTIONAL CURRENCY.

THE TRAVELERS' INSURANCE COMPANY, }  
HARTFORD, CONN., Jan. 23, 1892. }

Editor of PRINTERS' INK:

If any crusade is to be started on the subject of fractional currency, count me in as a standard-bearer of the opposition, willing to shed any quantity of other people's blood rather than have the dirty, working-class, plundering, disease-carrying rags, the disgorge of saloons and tramps, return to plague us again.

I have not forgotten the way a mechanic used to have to hawk a three-times-patched half-dollar note, one mass of dirt and corruption, from store to store, to be insulted and refused by the clerks and find it as useless to him in any respectable place as if it were counterfeit, and finally have to buy a glass of beer, which he didn't want, in order to get it changed—a forfeit and a swindle. The brunt of this, as always, falls on the poor, and employers will pass off on their help rubbish which they won't accept themselves unless compelled. No man who worked for his living in the shin-plaster days—may the curse of having to use the stuff light on all who try to bring them back—can think of their possible return without a shudder.

Suppose the Government does make some millions by a lot of poor washer-women and tradesmen being robbed of a quarter or a half-dollar apiece, stuck with a rag they can't pass. Is that a nice way to raise a government

revenue? As to the newspapers, they will manage to live even if the blessed regime of clean silver is continued. The case of paper dollars is not the same at all, for they do not circulate so rapidly nor in the same hands, and rarely get beyond salvation.

You may say that the holders of used-up shin-plasters can get them redeemed; technically they can, practically they can't. For heaven's sake don't keep on this iniquitous movement.

FORREST MORGAN.

"HE HAD NEVER HEARD OF THEM."

ARMY AND NAVY REGISTER,  
WASHINGTON, D. C., Jan. 26, 1892. }

Geo. P. Rowell & Co.:

I enclose a communication from Chicago in which you will find the following: "We would suggest that when you want to sell machinery again that you confer with us."

The point I desired to make in my communication of January 7 to you was that I thought that second-hand machinery dealers should all advertise in PRINTERS' INK. To them publishers would naturally turn when desiring to dispose of machinery. If we do not know them how are we to confer with them?

The Chicago firm would have received from me a letter in regard to the machinery I desired to dispose of if I had known there existed such a firm in that city. They might have given me a good price, but I doubt it. Very truly yours,

L. L. THOMPSON,  
Adv. Manager.

BARNHART BROS. & SPINDLER,  
TYPE FOUNDERS,  
115-117 Fifth Avenue,  
CHICAGO, Jan. 22, 1892. }

L. L. Thompson, Esq., Washington, D. C.:

DEAR SIR—We have an advertising copy of your letter to Mr. Rowell about machinery. We would suggest that when you want to sell machinery again that you confer with us, as we have bought a great deal of machinery from the Government Printing Office and other Eastern offices and can, perhaps, do better for you than any one else. We hope you will favor us with all your orders for type.

Yours truly,

BARNHART BROS.

STAMPS NOT AN ACCEPTABLE TENDER.

THE SATURDAY GLOBE.  
One Million Readers. Forty Editions. }  
UTICA, N. Y., Jan. 14, 1892. }

Editor of PRINTERS' INK:

The communication in your bright and valuable paper in regard to fractional currency is a timely one.

The discount is not the only loss, but there is expense of clerks to count the stamps. It entails double labor, as after the remittances have been taken from the letters, the stamps have to be counted again in lots of 100 each denomination. Many come "stuck together," and are practically worthless for commercial purposes. We receive several thousand dollars worth of stamps each week, and the discount on same would pay the salary of one or two good orators to go to Congress and get the business men interested, if there are many in that honorable body.

Editorials and also communications to the "people at Washington" seem to be of no avail.

(Enclosure.)

Whoever gets a bill passed authorizing the issue of fractional paper currency deserves a warm place in the hearts of all business men.

THE SATURDAY GLOBE,  
Per O. D. JONES.

### ELECTROTYPES MORE THAN TYPE HIGH.

THE POST,  
ELLICOTTSTVILLE, N. Y., Jan. 18, 1892. }  
*Editor of PRINTERS' INK:*

There is a practice common among many advertisers of having electros made more than type high, thinking thereby to get a better impression. This is a mistaken notion. The electro bears impression off the surrounding matter, injures the appearance of the paper, and is a source of general annoyance. The same may be said of wood bases, which swell after a few weeks' use. The foreman, having no other tools at hand for the purpose, generally goes for the offending electro with a saw or pocket-knife; the cut is then generally either too low or uneven, and cannot be made to show up as it should.

If advertisers would pay more attention to their electros and furnish strong, all-metal cuts, exactly type high, there would be fewer causes for complaint; and we believe they would be more than repaid for the extra amount represented by the difference in cost between poor and good electros.

THE POST.

### AN AMERICAN IDEA.

BOSTON, Jan. 11, 1892.

*Editor of PRINTERS' INK:*

In your issue of January 6 your London correspondent tells of what is apparently a new method of advertising in England. He says: "Recently a number of retail houses \* \* \* have issued a domestic magazine, which has been brought out by a limited company and is printed in a different wrapper (cover) for each house, the inside matter and advertisements being the same in all. The heading is this:

OUR CUSTOMERS  
A Monthly Journal of Home Interest.  
PUBLISHED BY —.

And the name of each firm subscribing for copies is dropped successively into the space beneath, while a page or so is given up to the private announcements of that firm in another part."

We cannot see that the idea differs from ours, except that they issue a monthly in magazine form, while ours is a newspaper. As we began publication in May, 1887, however, we claim to be the originators of this form of advertising. We have been printing over 100,000 a month for some time.

TIMELY TOPICS PUB. CO.

"BRING UP A FATHER IN THE WAY  
HE SHOULD GO."

THE MAY SHOE AND CLOTHING CO., }  
DENVER, Col., Jan. 20, 1892. }

Geo. P. Rowell & Co.:

I herewith beg to enclose \$1 for a year's subscription to your most valuable advertising journal, which kindly send to my father's ad-

dress as per enclosed slip. I do this in the hope that with its mighty aid I can convert him to the modern way of doing business, and point out to him the smooth path to success and the unquestionable advantages of aggressive advertising. \* \* \*

Yours for progress,  
Age 23. "NUTMEG DAVIS."

### LARGEST WEEKLY CIRCULATION.

THE DUNDEE COURIER,  
AND  
THE DUNDEE WEEKLY NEWS,  
W. & D. C. THOMSON,  
Proprietors and Publishers,  
DUNDEE, January 8, 1892. }

*Editor of PRINTERS' INK:*

I notice the very interesting paragraph in your paper from the *World, Toledo Blade* and other papers on your side, on the question of largest circulations of any weekly to a daily in America; and as our weekly, the *Dundee Weekly News*, has a higher circulation than either of the two mentioned, viz.: over 225,000 copies last certificate, and the actual average for the last three months over 235,000, it may interest your readers to know what is being done in this way in Scotland.

DAVID C. THOMSON.

### "ATTRACTS ATTENTION."

THE CHRISTIAN LIFE,  
CHICAGO, Jan. 11, 1892. }

Our ability in catering to wants should not be lost sight of when you need farm machinery, stoves, fence wire, pumps, or, in fact, any other kind of hardware in wholesale or retail lots,  
Yours Truly,  
ISHAM & WAKEFORD,  
the hardware men.

*Editor of PRINTERS' INK:*

I take the above advertisement from a Wisconsin exchange. I think it is calculated to attract attention, even though it is not inviting.  
Yours truly,  
J. B. CALDWELL.

### SENATOR PLUMB ON COUNTRY PAPERS.

From the *Tuscon (Ariz.) Citizen*.

The late Senator Plumb began his remarkable career by editing a country newspaper, and never lost his interest in the profession. One of his latest speeches was made to a convention of editors, and contained the following tribute to the value of the local press: "I believe in the local newspapers. They are the leaders, the makers of public sentiment. They are nearer to the people than any other papers. Their editors mingle with the people, and, consciously or unconsciously, reflect the views of their readers. By my private letters from all parts of the State, and by reading the local papers, I can tell just what the people of Kansas are thinking and talking about. I can feel the pulse of the people and take their temperature. I am amazed, too, at the excellence of our county papers. The majority of them are carefully, ably edited. They not only print the news of their neighborhood, but have opinions which I find it worth my while to read and reflect upon. I get no better return for any of the money which I spend than for that which I pay out for the local newspapers of my State."

THE *Weekly Item*, of Philadelphia, is sold for 35 cents a year, or five copies are sent for \$1.50, "in order to introduce into families outside of Philadelphia this valuable literary journal." The *New York Evening Sun*, one of the best daily newspapers in existence, is sent by mail for \$2 a year, and yet the Post-Office law does not allow a newspaper to be sent through the mails at a nominal price. What in thunder does the law mean by a nominal price? What is a nominal price, anyhow?

PRINTERS' INK has been advised that it is not wise to criticise the court before which it is being tried. PRINTERS' INK has the impression, however, that this is not the case. Criticism does not necessarily mean fault-finding or distrust. If PRINTERS' INK has pursued any policy which it has not a right to pursue, it wishes to discontinue it. It does wish, however, to avail itself of every valuable right. If some fossil in the Post-Office has forgotten the rules and the law, PRINTERS' INK thinks that it ought not to be interfered with till the official has waked up, read up, and formed a reasonably sound opinion on the subject.

For right is right, since God is God,  
And right the day must win;  
To doubt would be disloyalty,  
To falter would be sin.

*The Right Must Win.*

A GREAT many people don't know what they want in this world until they see it advertised; other people know what they want, but don't know where to get it. Advertising tells them. My wife is perfectly contented with her outfit until she takes up an evening paper and finds that Lord & Taylor have a fine line of silks on the bargain counter. Immediately she needs a new garment, and my bank account goes down accordingly.—*George W. La Rue.*

I HEARD a "missionary" (that is a traveling man) once say that he would not go on the road for a firm that didn't advertise, for it took too much valuable time to explain to every supposed buyer who he was, where he came from and what the merits of his goods were. He said, moreover, that if the buyer had all this information beforehand he generally received him cordially, was glad to see him and had been looking for him for some time.—*Ex.*

It is more profitable to advertise before season than after season. Frequently before season is worth more than during season.—*N. C. Fowler, Jr.*

WANTS.

Advertisements under this head 75 cents a line

TOWN wanting live Dem. campaign paper. Address "D. P.," care Printers' Ink.

I'LL do the advertising. Want an article to handle by mail. Partnership, royalty or purchase. A. T. HUNT, Lava, N. H.

WANTED—Position as editor on Republican daily by a man of experience and ability. Address "J. R. H.," Spring Valley, Ohio.

YOU should get our prices on Embossed Catalog Covers. Designs furnished free. GRIFFITH, AXTELL & CADDY CO., Holyoke, Mass.

NOVELETTES and SHORT STORIES to order. Our letters from Brazil are in great demand. Samples! CENTRAL PRESS BUREAU, Troy, O.

WANTED—Editorship on daily by first-class all-round man, capable manager, now city editor of big weekly. "SUCCESS," care of Printers' Ink.

ADVERTISING hustler, who is well known all over the country, desires to associate himself with a first-class paper. "IMPERIAL," care Printers' Ink.

WANT BOOK and NEWS and PONY PRESS, or EITHER, for desirable residence property in smart Missouri village, near St. Louis. SENTINEL, Le Mars, Iowa.

CANVASSERS WANTED to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address Publishers of PRINTERS' INK, 10 Spruce St., New York.

WANTED—At once, a position—in or near N. Y. or Phila.—by the manager of the advertising dept of prominent publication. Address "N.," Box 1566, Philadelphia.

POSITION wanted by thoroughly competent gentleman. Advertising and office manager, special agent, or expert assistant in reliable advertising agency. "ADMAN," Printers' Ink.

GAZETTE ADVERTISING RECORD. Perfect. Complete terms of every contract in a single line. Records expirations. Only \$1. Circulars and testimonials. GAZETTE, Bedford, Pa.

RECIPROCITY turned public attention to S. America. Our series of 12 Brazilian letters give a good idea of the country and are highly interesting. Write for samples. CENTRAL PRESS BUREAU, Troy, O.

BRIGHT MAN. RARE CHANCE. Established Printing House, publishing two monthlies, wants business manager. Must have \$10,000.00 salary. \$1,800.00 per year to start. Only hustler need apply. Box 55, Printers' Ink.

EVERY ISSUE of PRINTERS' INK is carefully read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-five words can be inserted for three dollars. As a rule one insertion can be relied upon to do the business.

FOR SALE.

Advertisements under this head 75 cents a line

STAMPS FOR COLLECTIONS—Send for lists. S. T. PARKER, Bethlehem, Pa.

FOR SALE—Sixteen thousand good letters for best offer. Box 430, El Paso, Tex.

WOMAN: The Centre of Home. 300 women's addresses, 50c. Am. Pub. Co., Portland, Ct.

3000 Farmers' addresses, new, Cent. and East Wis., \$3. L. E. DAVIS, Berlin, Wis.

FOR SALE—Scott perfecting press and plant of 8-page daily newspaper. Address M. M. NELSON, Receiver, Knoxville, Tenn.

**HANDSOME ILLUSTRATIONS** for papers. Catalogue, 25c. **A. M. ILLUS. CO.**, Newark, N. J.

**ON ROYALTY**, new political puzzle, 4 parties, 25 candidates. Splendid advertising novelty. "C," Room 1, 506 Adams St., Toledo, O.

**\$70** Cash buys 320 lbs. bourgeois, in good condition, including 4 prs. cases. Send for proofs. **L. B. JOHNSON**, Northfield, Vt.

**A HALF INTEREST** in the State organ of the Prohibition party of Nebraska, on good terms; a bargain. Address Box 500, Lincoln, Neb.

**GOOD** paying newspaper and job office for sale. No opposition. Western N. Y. Fine plant. Owner has two. "L," care Ende, 548 William St., Buffalo.

**AGENTS** addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay for 4 cts. on each returned "dead." **AGENTS' HERALD**, Phila., Pa.

**ONE MILLION** original agents' novelty and subscription letters, 30 days copy in lots to suit, \$1.00 to \$10.00 per M. **L. B. LANE**, 79 Jewett Ave., Jersey City, N. J.

**CASH**—Buys a complete newspaper and job office in Western Pennsylvania cleaning up \$2,000 in '91. No competition. Address "NATURAL GAS," Printers' Ink.

**CHEAP**—Leading Republican daily and weekly in strong Republican county, N. Y. State. Best job trade in section. Other business reason for selling. Address "QUICK," Printers' Ink.

**FOR SALE**—Bullock Printing Press, in perfect running order; but very little used. Capacity from 8 to 10,000 per hour. At very low price and reasonable terms. Address **ARTHUR VON SENDEN**, P. O. Box 182, Pittsburg, Pa.

**PAYING** weekly paper, in good Michigan town of 2,500, to exchange in part payment for good daily and weekly paper in city from 8,000 to 20,000 people, in some middle State. Paper has netted \$2,400 a year for past 4 years. Address "F. C. T.," Printers' Ink.

**IMPORTANT!** Printers and Advertisers. 5,000 stock cuts, initials, comic and other illustrations. 15c. each. Newspaper portraits, any subject, \$1.00. Illustrate your town. Boom your business. Catalogue 4c. Write for information. **CHICAGO PHOTO ENG. CO.**, Chicago.

**IF YOU WANT TO SELL** your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-five words and send it, with three dollars, to the office of **PRINTERS' INK**. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

**NEWSPAPER FOR SALE**—\$4,000 cash and \$4,000 in one, two and three years will purchase a live and money-making daily and weekly newspaper in a growing county seat of 10,000 population. Weekly 3,200 and daily 1,200 bona-fide circulation. Plant and book accounts will invoice \$12,000. Inspection by responsible parties invited. Good reason for selling. Address "PRINTER," Box 331, Toledo, O.

**C. B. COTTRELL & SONS** have for sale a Book Press, bed 37x52. Two Campbell Book and Job Presses, beds 37x52. Two Campbell Complete Oscillating Presses, beds 33x48. These presses have been recently overhauled by the manufacturers and will be sold at extremely low figures. Apply to any of our offices: No. 8 Spruce St., New York; 174 Forthill Sq., Boston, Mass.; 319 Dearborn St., Chicago, Ill.

**FINE BUSINESS OPPORTUNITY.**—Wishing to devote my entire attention to my Denver business, I will dispose of my Kansas City office. I own the advertising privileges inside and on top of all the Kansas City street cars, excepting one small line; besides have a good newspaper advertising business. Have nearly 300 cables and electric cars newly equipped with latest advertising racks. Monthly income from street-car advertising alone has averaged \$1,300 per month since May first last. By proper energy this can be increased to \$2,500 per month. Entire expense need not exceed \$650 per month. Kansas City and vicinity is a most inviting field for a live advertising man. This is a great opportunity to buy a good, paying, established business. \$5,000 cash required. Address **J. A. TEDFORD**, 508 & 504 Earnest & Cranmer Block, Denver, Colo.

# SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

**V** \_\_\_\_\_  
**R** \_\_\_\_\_  
**ROW** \_\_\_\_\_  
**GRIT** \_\_\_\_\_  
**VICK'S!** \_\_\_\_\_  
**ROWELL** \_\_\_\_\_  
**VAN BIBBER'S.** \_\_\_\_\_  
**200,000 VICKS.** \_\_\_\_\_  
**ROWELL ENDORSES** \_\_\_\_\_  
**SPOKANE SPOKESMAN.** \_\_\_\_\_  
**VICK'S 200,000 GUARANTEED.** \_\_\_\_\_  
**ROWELL ENDORSES VICK'S.** \_\_\_\_\_  
**THE BELTON (Tex.) REPORTER.** \_\_\_\_\_  
**ROWELL ENDORSES VICK'S 200,000.** \_\_\_\_\_  
**VICK'S 200,000 GUARANTEED AND PROVED.** \_\_\_\_\_  
**LEVEY'S INKS** are the best. New York. \_\_\_\_\_  
**ROWELL ENDORSES VICK'S MAGAZINE.** \_\_\_\_\_  
**WHO IS MISTCHAYACK!** He writes advs. \_\_\_\_\_  
**POPULAR EDUCATOR**, Boston, for Teachers. \_\_\_\_\_  
**ROWELL ENDORSES 200,000 VICK'S MAGAZINE.** \_\_\_\_\_  
**ROWELL** can't help endorsing Vick's 200,000. It's a solid fact. \_\_\_\_\_  
**ROWELL ENDORSES VICK'S** circulation BECAUSE IT'S SO. \_\_\_\_\_  
**THE GRAPHIC**, Chicago—Most value at least cost to advertisers. \_\_\_\_\_  
**THE GRAPHIC**, Chicago, "the great Western illustrated weekly." \_\_\_\_\_  
**JOHN T. MULLINS' MAILING AGENCY**, Faulkland, Del. \$2 per 1,000. \_\_\_\_\_  
**VICK'S EDITIONS** for Dec., Jan. and Feb. weighed over 17 tons each. \_\_\_\_\_  
**DEWEY & CANADA LIST** (Co-operative). D. R. DEWEY, Hamilton, Canada. \_\_\_\_\_  
**AGENTS GUIDE**, New York. The leading agents' paper. Send for copy. \_\_\_\_\_  
**THE ADVERTISER'S GUIDE**—Mailed free by **STANLEY DAY**, New Market, N. J. \_\_\_\_\_  
**LARGEST DELIVERED DAILY** circulation in Connecticut—**NEW HAVEN NEWS**. \_\_\_\_\_  
**AN** advertisement in the **GAZETTE**, Little Rock, Ark., always pays. Try one. \_\_\_\_\_  
**BOSTON HOTEL GUIDE** reaches people who will buy a hotel quick if price is low. \_\_\_\_\_  
**UNIQUE Business** "Ad." Theatre goes; sample for stamp. **SIDELL**, Po'keepsie, N. Y. \_\_\_\_\_  
**SHORTHAND TAUGHT BY MAIL** and personally by **W. G. CHAFFEE**, Oswego, N. Y. \_\_\_\_\_  
**"VICK'S MAG."** **H. P. HUBBARD**, Manager, to whom orders should be addressed. \_\_\_\_\_  
**"PUT IT IN THE POST,"** South Bend, Ind. Only morning paper in Northwest Ind. \_\_\_\_\_



**ROWELL HIGHLY APPROVES VICK'S PLAN** of guaranteeing and proving circulation.

**MEDICAL BRIEF** (St. Louis). Largest circulation of any medical journal in the world.

**VICK'S MAGAZINE** tells the quantity of sugar for each ¢, and lets the advertiser weigh it.

**VICK'S MAGAZINE** (of Rochester). Advertising office is at 38 Times Building, New York.

**YOUNGSTOWN (O.) WEEKLY** and **SUNDAY NEWS**. 26c. inch, 3c. line locals. 25,000 readers.

**BIBLE AND LAND** (#1) and **Christian Patriot**, Morristown, Tenn. (50c.), rest of year for 50c.

**SUPERIOR Mechanical Engraving**. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

**VICK'S MAGAZINE** (of Rochester). Advertising office is at 38 Times Building, New York.

**IT IS BIGGER—THE TERRE HAUTE EXPRESS**—than any paper in Indiana outside Indianapolis.

**OHIO STATE JOURNAL**. Daily, 12,000. Sunday, 16,500. Weekly, 22,000. Thoroughly covers Central Ohio.

**66 YEARS ESTABLISHED. THE GAZETTE**, Le Roy, N. Y. Good advertising in it always pays. Write.

**IF YOU WISH** to advertise anywhere **I** at any time write to **GEO. P. ROWELL & CO.**, No. 10 Spruce St., New York.

**81.50 FOR 5 LINES 25 days**. Display ads. 15c. per inch per day. **ENTERPRISE**, Brockton, Mass. Circ'n, 6,500.

**SIGNS NAILED UP**. Circulars, etc., distributed throughout Mass. and Conn., by **DRABBLE'S AGENCY**, Northampton, Mass.

**WE** distribute "adv." matter of all kinds, put up signs, etc.; deal in adv. novelties. **VAN SICKLE & BESTMAN**, Kirkville, Mo.

**THE REPORTER**, Belton, Tex., has a guaranteed larger circulation in Bell Co. than any paper in existence. Write for terms.

**WOULD YOU** like an introduction to "hustlers" that can sell anything from a Pen to an Encyclopedia? See page 184, 2d column.

**NOVEL-UNIQUE—ATTRACTIVE** Advertisements. You tell us what you want and we write them. **F. E. BAUMANN**, Vineland, N. J.

**THE ROUND TABLE**, Dallas, Texas: fourth year. The only established literary magazine in the South. Published in largest city in Texas.

**OUR RATES** are so low (10c.) we can't buy a page ad. We prove 20,000 circ'n. Sample free. **ILLUSTRATED WEEKLY**, Topeka, Kansas.

**THE PEOPLE'S ILLUSTRATED JOURNAL** (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'n homes. Adv'tise!

**DIRECTORY PUBLISHERS**, please send circulars and price list of your directories to **U. S. ADDRESS CO.**, L. Box 1467, Bradford, McKean Co., Pa.

**WILL LEASE** to right party good newspaper and job office in growing Virginia town. But little money required. Address "N. P. C.," care **Printers' Ink**.

**PAPER DEALERS—M. Plummer & Co.**, 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of **Printers' Ink**.

**SPECIAL advertisements** written, in prose or rhyme. Illustrated Booklets and sheets prepared. Orders filled on approval. **S. ARDEN**, 34th and Washington Ave., St. Louis.

**COMPOSITION, BINDING, PRINTING & MAILING**. Low estimates furnished by a responsible New York publishing house. Address **W. H. HEINES**, **Printers' Ink Office**, New York.

**"DIANA"**—Read and lend to your friend. The "Wonderful Discovery of Dr. Zugsant" unfolded. Women protected. 25 cents. **BURN & CO.**, 24 Clinton Place, New York.

**COSMOPOLITAN** Advertising and Distributing Agency, signs nailed up; circulars, samples, papers, etc., distributed by reliable men; agents' names \$1 a 1,000, 613½ Market St., St. Louis.

**FOR Estimates and Special Offers in Advertising**, address **STANLEY DAY**, New Market, N. J.

**KANSAS** is thoroughly covered by **THE KANSAS WEEKLY CAPITAL**, Topeka, Kan., the leading farm and family newspaper of the State.

**THE Seventh Annual Edition** Co-operative Chart, now ready, gives statements of all co-operative insurance associations. Mailed for 25 cents. Address **F. H. LEAVENWORTH PUBLISHING CO.**, Detroit, Mich.

**WEEKLY AMERICAN**, according to **Rowell's** and all other Newspaper Directories, has by far a larger circulation than any other Bohemian newspaper in the United States. **MILES GERINGER**, Manager, 150 W. 12th St., Chicago.

**LOST & STOLEN** horses and other stock located. Send 2-cent stamp for circular. Circulars distributed \$1.50 per 1,000. 5 names at the Post-Offices for \$2.50. Address **WESTERN ADV. & INTELLIGENCE AGENCY**, Fort Smith, Ark.

**TEXAS FARMER**, Dallas, Texas, has a weekly circulation of 30,000, making it the largest in the State. Distributed weekly at over 1,800 post-offices in Texas alone. Read by more Texas farmers than any other paper published in the State.

**WESTERN CROSS**, the only Catholic paper in Kansas City, the cleanest, most interesting weekly published in the West, 16 pages, published every Thursday; \$1 per year, in advance. 1106 Baltimore Ave., Kansas City, Mo. Respectable advertising wanted.

**THE GREAT MEDIUM** for the South and West. **BEFORD'S MAGAZINE**, monthly, New York, is among the 161 newspapers to which the new edition of the **American Newspaper Directory** for 1891 accords a regular circulation of more than 50,000 copies each issue.

**CLASS PAPERS**. Trade Papers. Complete lists of all devoted to any of the various trades, professions, societies, etc., may be found in **Geo. P. Rowell & Co's "Book for Advertisers,"** which is sent by mail to any address on receipt of one dollar. Apply to **GEO. P. ROWELL & CO.**, Publishers, 10 Spruce St., New York.

**DENVER, Colorado**.—**Geo. P. Rowell & Co.** of New York in their new **BOOK FOR ADVERTISERS** name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the **DENVER REPUBLICAN**.

**DO YOU KNOW THAT THE GALVESTON NEWS** was established 1843 and **THE DALLAS NEWS** in 1855; that they appear simultaneously and permeate every portion of Texas besides territory adjoining; that a special telegraph wire connects the two offices; that each paper runs a special daily train at its own expense!

**THE GALAXY OF MUSIC**, Boston, Mass.—Lower rates than any of the other 45 magazines quoted in Thompson's catalogue. It is one of the only two in said catalogue whose claimed circulation is vouched for by **Rowell's Directory**. Circulation for 1892 guaranteed 20,000 each issue. Rates increase Feb. 1st. Send for sample and card.

**ADVERTISING BY STATES**: An eight-page leaflet: conveys concise information about the area and population; indicates the newspapers most valuable for an advertiser's use in each separate State and Territory; together with a map of the United States; sent postpaid for five two-cent stamps. Address **ROWELL'S ADVERTISING BUREAU**, New York.

**AMERICAN NEWSPAPERS** printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in **Geo. P. Rowell & Co's "Book for Advertisers,"** which is sent by mail to any address for one dollar. Apply to **GEO. P. ROWELL & CO.**, Publishers, 10 Spruce St., New York.

**IS** it your desire to use the best Newspaper published in the section of country you wish to reach? **THE LEADER** is the paper for the southwestern part of Missouri, 25 years old, circulation solid, and has a list of 5,000 issued every day (evening) excepting Sunday. Weekly circulation 4,800; issued Thursdays. Advertising solicited from all responsible agents and the public generally. Rates furnished on application. **CHAMBERS & KENNEDY**, Publishers, Springfield, Mo.



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.  
Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices, Wants or For Sale, two lines or more, 75 cents a line. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

Every edition exceeds fifty thousand copies.

NEW YORK, FEBRUARY 3, 1892.

PRINTERS' INK will pay \$250 for the best and \$50 each for the five next best articles cut from some American newspaper and sent to the editor of PRINTERS' INK in a sealed postpaid envelope, dealing with the question of what constitutes a subscriber to a newspaper, what is a proper interpretation of the existing law on the subject, and what changes, if any, should be made in the existing law.

A PUBLISHER of a successful monthly not long ago had his edition thrown out because his supplement was not *passed* in. The United States Senator from that State was his friend. Our publisher told the Senator, and the Senator wrote on a piece of paper addressed to the Postmaster, "This is a white man," and signed his name. The monthly was mailed, and a little later, at Washington, the Post-Office Department ordered the check he had deposited to be returned to him. They said "it was all wrong," but they refunded the money. The question is: If it was wrong WHY did they refund the money? If it was not wrong, why was it exacted?

PRINTERS' INK would like to know of instances where deserving publications have been unjustly put to death by improper interference on the part of post-office officials.

HUNDREDS of newspaper publishers have had trouble with the Post-Office Department at one time or another. They have not said anything about it,

because "We have considered it policy not to antagonize the Post-Office Department." There is no such thing as antagonism about it. The trouble is mainly with the law itself. The law would, perhaps, be well enough if anybody could tell what it meant; but a law which receives different interpretations daily will, in time, accumulate such a multitude of meanings that the officials themselves cannot remember them. There is great need of a revision of the law. There will be no trouble about having a postal law that is exactly right if the Congressional Committee on Post-Office matters can learn from the newspaper publishers of the United States what sort of a law will best answer the requirements of the public. Employees of the Post-Office Department, from Mr. Wanamaker down, will be as much delighted, as any equal number of people can be, if a law shall finally be so framed as to make it no more puzzling to decide whether a newspaper may or may not be mailed at a certain rate of postage than it is at present to decide about the postage on a letter. Publishers who have suffered abuse ought to let it be known.

THE New York *Observer* will sell for \$5:

One copy "Across Russia" -	\$1.50
One copy "Life's Golden Land" -	1.00
One copy "Songs of the Soul" -	2.50

and every man or woman who buys these books will become a subscriber for the New York *Observer* free—that is, he would have done so in times past, but lately the Post-Office Department has shut down on all that sort of thing, and the *Observer* will not hereafter be admitted to the mails as second-class matter. At least that is the impression in some quarters.

THE New York *Witness* offers to send the Encyclopedia Britannica and a paid-in-advance receipt for a year's subscription to the *Witness* for \$7.50. You cannot get the Encyclopedia Britannica without the *Witness* for any less than \$7.50, and, therefore, those persons who have not much objection to receiving the *Witness* would in times past probably consent to take them both, but hereafter the Post-Office will not allow newspapers to be mailed as second-class matter to subscribers who are obtained on any such terms.

"EMPLOY George Bliss as counsel!" was a pertinent bit of advice given by one who had observed the workings of the machinery by which a prominent New York trade journal was first excluded from the mails and then reinstated.

It is a fortunate thing for the trade journals of the country that PRINTERS' INK reaches and is read by them all, and that PRINTERS' INK has a tremendous clientage among advertisers, who are, of course, the leading business men of the country and the age.

THE *Bucks County Intelligencer*, an excellent paper published at Doylestown, Pennsylvania, advertises that it will send the *New York Weekly Tribune* free to everybody who will subscribe for the *Intelligencer*, and pay in advance its regular subscription price of \$2. The Post-Office Department don't allow a paper to be sent free. We wonder if the *Tribune* will be excluded from the mails as second-class matter while the case is investigated.

PRINTERS' INK is the paper of its class. It has a circulation of over 50,000. Of that number over 37,500 are cash subscribers or exchanges, and about 5,000 only are of the class objected to by the Post-Office Department. Should a publication with nine-tenths of its circulation concededly entitled to second-class rates be excluded therefrom because one-tenth is claimed (perhaps wrongly) to be not so entitled?

It is said that no other book, except the Bible, has had such a sale in the United States as General Grant's *Memoirs*. It is asserted that 650,000 copies have already gone into the homes of the rich and poor at the subscription price of \$7. But now the publishers of that strictly first-class magazine, the *Cosmopolitan*, will for \$3.70 send the \$7 edition of Grant's *Memoirs*, and make the purchaser a yearly paid-in-advance subscriber to the *Cosmopolitan* (price \$3 a year), free. Of course, just as soon as the Post-Office Department finds out about this, the *Cosmopolitan* will be excluded from the mails. That sort of transaction is not going to be permitted any longer. The public have already suffered enough, and the Department will cure the trouble now.

AN experienced newspaper publisher says: "The people of this country hold their liberties and do business by permission of the Post-Office authorities. I know of nothing as outrageous and arbitrary under a Republican form of government as the conduct of the Post-Office of this country."

Whatever was required to be done, the Circumlocution Office was beforehand with all the public departments in the art of perceiving HOW NOT TO DO IT.—Charles Dickens.

THE publishers of *Scribner's Magazine* mail the magazine for \$3 a year. They publish the works of Bayard Taylor in four volumes, which they sell at \$6; but a subscriber for the book at \$6 may have the magazine free. If the Post-Office Department ever finds out about this, *Scribner's Magazine* won't be admitted to the mails as second-class matter any more. Will it?

If there is anything wrong about the law under which newspapers may and may not be admitted at the post-office as second-class matter, the same power that made the law can change it. Publishers who are sufficiently interested to give expression to an opinion will do well to send a marked copy of the paper containing editorial expression to the Congressman representing their district. A letter to him on the subject might produce a good effect. Couldn't do any harm, anyway.

THE *Household*, published in Boston, devoted to the interests of the American housewife, established in 1868, is one of the most beautiful publications in print and make-up. It is carefully edited, valuable and prosperous. A dollar a year seems a mere nominal price for so excellent a paper; yet the publishers of the *Household* will send it free to any one who will buy of them a year's subscription to *Harper's Magazine*, and pay \$4 for it. It is understood that a subscriber cannot get *Harper's Magazine* for any less than \$4. The *Household* also advertises one year's subscription "given to you" if you will induce only two of your nearest neighbors, or two of your best friends who do not now receive the *Household*, to take it. What will the Post-Office Department say when they have attention called to this alarming and demoralizing proposal by this excellent New England publication?

God grants liberty only to those who love it, and are always ready to guard and defend it.—*David Webster.*

PUBLISHERS of trade journals have, on many occasions, been handled without gloves by the Post-Office Department, and as one publisher has generally no means of knowing what experiences another has passed through, no progress is made towards an adjustment of the cause of the difficulty.

For once, however, the Department is dealing with a paper that is read by every publisher of a trade paper, and that will lay before the public facts and incidents, step by step, as they occur, so that if no other good result is accomplished, it may be more generally known what the Department rulings actually are. This will be a good thing, especially for those who are engaged in printing trade journals. It is possible that a record of their acts and utterances will also be interesting and even surprising to the Post-Office officials themselves.

If this were played upon a stage now, I could condemn it as an improbable fiction.—*Shakespeare.*

THE publishers of the *Yankee Blade*, a Boston paper having a weekly circulation of 130,000, advertise that they will send the "*Yankee Blade* free." They send it free of charge one year to any person who sends them four new yearly subscribers at \$1 each. The price of the paper is \$2 a year. Of course it is all right to take subscribers at a dollar each, and it would also be all right to take them at 80 cents each; but it is morally wrong to take four subscribers at \$1 each, and give a fifth one his paper free, for the Post-Office Department will not permit a man to receive a paper free. The publishers of the *Yankee Blade* will do well to take notice and govern themselves accordingly. Splitting hairs is a great business, and this is a great country; and our Post-Office officials have a paternal interest in keeping everything in just the shape that it ought to be.

AN Assistant Attorney-General of the United States has been for many years specially assigned to duty in the Post-Office Department, and he, of all others, should certainly know the laws and rules relating to its business. He is supposed to settle finally and conclusively the various legal questions that there arise, and incidentally draws a handsome salary.

One of his decisions illustrates the amazing lack of information, on the part of the Post-Office Department officials, of even their own rules—to say nothing of the law itself. The temporary exclusion of PRINTERS' INK from the second-class of mail matter, two years ago, was based upon an elaborate decision of this Assistant Attorney. His opinion, in turn, was founded upon a rule of the Department which had been superseded by an entirely different one. The later rule, in so many words, allowed a publication to do what the earlier one did not. The lawyer employed by PRINTERS' INK was able to convince the Assistant Attorney-General of this fact, and PRINTERS' INK was, therefore, reinstated, but the Department never reimbursed PRINTERS' INK for the lawyer's fee and expenses. These facts are matters of record. The present arbitrary exclusion of PRINTERS' INK from the second-class is based upon misapprehension of fact as gross as was that of law two years ago.

THE law that fixes postage on newspapers and settles the question as to what is and what is not a newspaper needs revision. The Congressional Committee on Post-Office matters is made up of the following gentlemen:

John S. Henderson, N. C., Chairman.  
J. H. Blount, Ga.  
B. A. Enloe, Tenn.  
R. P. C. Wilson, Mo.  
E. J. Dunphy, N. Y.  
J. D. Alderson, W. Va.  
E. V. Brookshire, Ind.  
J. C. Kyle, Miss.  
J. M. Pattison, Ohio.  
J. C. Crosby, Mass.  
A. J. Hopkins, Ill.  
J. A. Caldwell, Ohio.  
J. L. Wilson, Wash.  
C. A. Bergen, N. J.  
E. F. Loud, Cal.  
J. T. Cain, Utah.

It may be wise for publishers who have an opinion about what the law ought to be to communicate that opinion to some one of the members of this committee.

The Senate Committee on Post-Office affairs is made up of

Philetus Sawyer, Wis., chairman.  
J. H. Mitchell, Ore.  
James McMillan, Mich.  
E. G. Wolcott, Col.  
N. F. Dixon, R. I.  
W. D. Washburn, Minn.  
A. H. Colquitt, Ga.  
R. Blodgett, N. J.  
C. S. Brice, Ohio.  
J. L. M. Irby, S. C.  
H. Chilton, Tex.

## WHAT PEOPLE SAY ABOUT THE POST-OFFICE DEPARTMENT.

A little pull will go farther than the most learned and able counsel.

"These matters are referred to some clerk. He is the man who has all the data at his command, and, when it comes to a decision, the executive officer, Mr. Hazen, or whoever he may be, calls on the clerk, and takes for granted the conclusions he has arrived at."

"In this way a clerk in the Department exercises infinite power."

**AD DRESSES** to let direct from letters. GOOD! J. H. GOODWIN, 1215 Broadway, N. Y.

**AGENTS' NAMES**, New Ones. 1000 for 50c. Western Mail Agency, St. Louis, Mo.

**PIANOS**, ORGANS, in exchange for space. Dan'l F. Beatty, Washington, N. J.

**PATENTS** 40-page Book FREE. W. T. FITZGERALD, Washington, D.C.

**LETTERS** For Copying. Fresh. A. L. P. O. Box 3046, Boston.

**PHOTO-AMERICAN**, Illustrated Monthly. \$1 yr. 111 Nassau St., N. Y.

**NEWSPAPERS** get premiums from Empire Co., 28 Reade St., N. Y.

**COLLEGE-MAN** NEW HAVEN, CONN., reaches 25,000 students.

**BOSTON.** My business is to help your business. I prepare advertising matter. A. E. SPROUL, 255 Washington St.

**WOOD ENGRAVING** PETRI & PELS, 200 N. 3rd St., NEW YORK.

**PRINTERS!** Make your own tabbing composition. Receipt for best composition always ready, any color, for 25 cts. REED BROS., Job Printers, Shelton, Neb.

**GOLDTHWAITE'S GEOGRAPHICAL MAGAZINE.** CIRCULATION UNIVERSAL.

**The Evening Journal,** JERSEY CITY, N. J. Circulation, 14,000. Advertisers say it pays.

**12 PENS for 6 Cents SPENCERIAN** 810 Broadway, New York.

**\$1.00** Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIATION, Columbus, O.

**PUBLIC OPINION** Always pays Advertisers. Washington, N. Y.

**\$1.35** WE will engrave a copper plate and print 100 visiting cards for \$1.35. Postage prepaid. Satisfaction guaranteed. BELLMAN BROS., Toledo, O. Samples, 5c.

**The Youth's Leader,** NEW HAVEN, CONN. General circulation of over 40,000 copies monthly. Advertising, 50 cents per agate line.

**Arthur's New Home Magazine** Illustrated, Philadelphia, guarantees 800,000 circulation for 1893. Best and cheapest advertising in America.

**I Write and Draw** for Pearlina and Dr. Pierce's medicines. F. CROSBY, Specialist in the Preparation of Advertising Matter, 822 Broadway, N. Y.

## KEYSTONE LIST.

150 weekly papers of the better class; ten lines, one time, entire list, \$7.50. Send for list B. L. CRANE, 20 Spruce St., N. Y.

**HOW TO MAKE RUBBER STAMPS** Latest Improved Process. Circulars free. CARTON MFG. CO., 318 Broadway, N. Y.

## San Francisco Call.

Established 1858. Daily, 56,759—Sunday, 61,861. The Leading Newspaper of the Pacific Coast, in Circulation, Character and Influence.

Rates, Papers and Information regarding the DAYTON (O.) EVE. NEWS..... 5,500 " MORN. TIMES..... 4,500 and

PEORIA (ILL.) MORN. HERALD..... 6,000 Furnished by H. D. LA COSTE, 58 Park Row, New York.

Doesn't Philadelphia remind you of a checker-board? It's all squares. "Yes; and so does Chicago. It's got a move on it."—Puck.

We've all got a move on us in Chicago. When you want some ads written "a la Chicago," write me. E. A. WHEATLEY, Chicago, Ill.

## HEROLD DES CLAUBENS

Catholic German Weekly, published at 309 Convent St., St. Louis, Mo., since 1850. Circulation, Jan'y 1892, 32,000 each issue, and constantly increasing. Rates reasonable. Success to advertisers certain. For space apply direct, or CHAS. MEYER & CO., 154 Nassau St., N. Y.

**No Trees** LAST and BEAR like WHOLE ROOT TREES; see "Fruits and Fruit Trees"—FREE. Answer GARDEN says: Novel, USEFUL, to the point. Orange Judd Farmer: Ably written. Cal. Fruit Grower: Surprising LOW prices! Trees, ROSES—Everything. No larger stock in U. S. No better. No cheaper. STARK BROS., 6th Av., Louisiana, Mo.—Founded 1835: oldest. 1000 acres; LARGEST.

**Dodd's Advertising Agency, Boston.** 265 Washington Street.

**Send for Estimate.**

RELIABLE DEALING. CAREFUL SERVICE. LOW ESTIMATES.

For Only **25** Cents

I will send postpaid a handsome little **POCKET CASE** made of the new metal that looks and wears like solid gold, containing a simple but effective device that will positively remind you of an errand or anything else you wish to remember at a certain time. When set for use it never fails and is always "on time."

J. H. TEN EYCK, Auburn, N. Y.

"OTHER PEOPLE'S OPINIONS."

No. 3. LOTHROP, FARNHAM & Co., Outfitters, 476 to 480 CENTRAL AVE., DOVER, N. H., Jan. 9th, 1892.

Mr. John S. Gray, 579 Bergen St., Brooklyn, N. Y.

DEAR SIR—Enclosed please find check as payment for ad. poem sent us a few days ago. We are very much pleased with it, and think it will make a good ad. for us. Doubtless you will hear from us again soon. Yours very truly, LOTHROP, FARNHAM & Co.

**GIBB BROS. & MORAN PRINTERS**

Better than "Top-of-column-next-Pure-Reading,"

## GUNNING'S Worlds' Fair Bulletin Boards

**THE R. J. GUNNING CO.,**  
297 Dearborn St., Chicago.

**56,000** New Subscribers to  
the "Youth's Com-  
panion" since they  
advertised in the street cars.

For rates address

**CARLETON & KISSAM,**

50 Bromfield Street,

**BOSTON.**

### BUSINESS MEN, STUDENTS AND BRAIN WORKERS

Who suffer from Prostration and Debility, brought on by over-work or excess, easy fatigue, incapacity for mental application, should inclose a stamp for pamphlet describing **Dr. Francis Boudalt's French Preparation**. A guaranteed cure.

Address **J. B. HURTT & CO.,** Wholesale Drug-  
gists, 322 Light St., Baltimore, Md. Established  
1870.

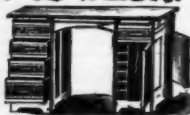
REFERENCE:  
[ ] Dun's or Bradstreet's Commercial Agency,  
National Bank of Commerce, Baltimore, Md.  
[ ] This firm is reliable.

### \$14 No. 62 DESK.

Packed and De-  
livered on cars.  
Oak and Walnut.  
Size, 52x30 inches.  
Polished Veneer  
Top. Two slides  
above drawers.  
Superior in ma-  
terial, workman-  
ship and finish.

Over 25,000 of these Desks in Use. Send for  
Desk Catalogue.

**WM. L. ELDER, Indianapolis, Ind.**



**WE CATCH FISH**  
—big fish—but rates  
are too all-fired high  
for fish stories here—  
then again we are not  
given to fishy stories.  
We mean business  
when we say that we  
give you profitable  
magazine advertising  
at newspaper rates.  
Write us. **AMERICAN  
SCHOOL BOARD  
JOURNAL**, Chicago—  
New York.

**HOME-MAKER** MAGAZINE; new management; the only organ of the "Woman's Federated Clubs," the strongest organization of influential women known. Send for copy the new HOME-MAKER and advertising rates. 44 E. 14th St., N. Y.



The ONE paper of Wisconsin, Minnesota and the Dakotas **CHAS. H. EDDY**, Eastern Agent,  
19 Spruce St., New York. **CRAMER, AIKENS & CRAMER**, Milwaukee.

**San Francisco Bulletin**

Largest evening circulation in California.  
High character, pure tone, family newspaper.

## See It Grow.

During December 1,896 new subscribers for  
success with **FLOWERS** were received and reg-  
istered. The grand total, January 1, is 24,628 sub-  
scribers. Success with **FLOWERS** is a year and  
four months old. Published by

## See It Grow.

**THE DINGER & CONARD CO.,**  
WEST GROVE, PA.

### PRINTING MACHINERY \*

Web Presses, Double Cylinders,  
Drum Cylinders, Two and Three  
Revolution, and Job Presses. Must  
reduce our heavy stock. All kinds  
of Printing Machinery taken in  
part payment. Write for lists.

**EWING BROS. & CO.,**

101 MILK ST., BOSTON.

**ALLOW US** to introduce you to  
over 20,000 Agents, Canvassers,  
and Salesmen? These ladies and  
gentlemen want business, write  
for business and mean business.  
Shall we hand them your card?  
For sample copy, special trial rates  
and further particulars, address:

### THE FLORENCE ADVERTISER

P. O. BOX 42, FLORENCE, MASS.

### We Conduct **NEWSPAPER** —A— **ADVERTISING Agency.**

**WE GIVE TO ALL CUSTOMERS**

Judicious Selections, Experienced Assistance, Prompt Transactions, Low Prices. **ADVERTISE IN THE STACK & CO. JOURNAL** Conspicuous Positions, Unbiased Opinions, And Confidential Service.

**CONTINUOUS ADVERTISING BRINGS SUCCESS!**  
ADVERTISEMENTS DESIGNED, PROOFS SHOWN AND  
ESTIMATES OF COST IN ANY NEWSPAPER  
FURNISHED FREE OF CHARGE.

**J. L. STACK & CO.,** ST. PAUL, MINN.

# The Christian Advocate.

**CIRCULATION OVER 50,000 COPIES WEEKLY.**

Represents the largest body of evangelical Christians on this continent. Its influence among the membership of the Church in every section of the country is very extensive. Its advertising columns are under most careful supervision, nothing being admissible that is in any way offensive to the most refined taste or of the character of which there is any reasonable doubt.

**HUNT & EATON, Publishers, 150 Fifth Ave., New York.**



The Agricultural Monthly with the Largest Circulation West of the Alleghenies.

We promised 70,000 per month. We are giving 78,000.

May, 81,460.

September, 72,800.

June, 88,500.

October, 77,000.

July, 71,000.

November, 81,000.

August, 72,800.

December, 79,400.

Total, eight months, 624,127; average, 78,016.



**OVERMAN WHEEL CO.,  
MAKERS.**

**CHICOPEE FALLS, MASS.**

BOSTON. WASHINGTON. DENVER. SAN FRANCISCO

**A. G. SPALDING & BROS., Special Agents,**  
Chicago, New York and Philadelphia.

**THE Napoleon of weeklies  
Educational  
Wideawake**

Years of prosperity  
Original  
Read by the million  
Keen

Lively  
Effervescing  
Daring  
Graphic  
Elevated  
Recoups advertisers

The number of newspaper advertisements that appear in **PRINTERS' INK**, and the persistence with which they are continued, month after month, and year after year, proves its exceptional value as a medium for canvassing advertising firms.

**\$25**

**FOR A HAPPY THOUGHT.**

**\$25**

Many of the readers of **PRINTERS' INK** are quite adept on the subject of advertising. The publishers of **THE ADVERTISERS' BUSY BEE** offer a cash prize of \$25 for the best original article on any subject pertaining to advertising or journalism. A happy thought may bring about the desired result. There are no restrictions as to the size of the article, although one of about five or six hundred words should contain a pienteous stock of information. If you have never written for publication, and think you have something in mind that may benefit the science of advertising, you should try your luck. All articles received at the office of **THE BUSY BEE** up to May 1st will be entitled to competition. Address all articles or communications in regard to same to

**E. C. BEDELL & CO.,**  
Des Moines, Iowa.

N.B.—For the benefit of those who overlooked our advertisement in the issue of **PRINTERS' INK** on January 8, we desire to announce that the **ADVERTISERS' BUSY BEE** is a semi-monthly journal, devoted to advertising and journalism. The subscription price is \$4 per year. Sample copy mailed on receipt of 10 cents in stamps. Address as above.

**\$25**

**\$25**



### A SILENT PARTNER

in building many a business success is the advertising. It talks mutely, yet eloquently to the masses, from the paper on which it is printed. As a general rule, the more readers the more profits to the advertisers. No two publications in America have as many readers combined as "Comfort" has for itself. It is nothing unusual for an advertiser to get several thousand answers to an "ad." inserted once only in this medium.

**Guaranteed Circulation—Over a Million!**

*If you put it in "Comfort" it pays!*

Space at the Agencies, or of THE GANNETT & MORSE CONCERN, AUGUSTA, MAINE. New York Office—23 PARK ROW, W. T. PERKINS, Manager.

*The Rural New Yorker*, that veteran in this field, the agricultural Bible of two or three generations of Eastern farmers.—*Union Signal, Chicago.*

\* \* \*

We can trace orders and inquiries coming from seeing our advertisement in *The Rural New Yorker* from Canada, Manitoba, Northwest Territory, the Pacific States, and all through the South as well as through the Northern States.

D. K. PURINTON & Co.,

*Des Moines, Ia., Oct. 23, 1891.*

\* \* \*

*The Rural New Yorker stands at the head.* Your fair treatment has made our advertising pay better than in other papers.

SHERWOOD HARNESS CO.,

*Syracuse, N. Y., Oct. 16, 1891.*

*"The London (Canada) Advertiser, the most influential paper published in Western Ontario."* Extract from article entitled "Canadian Journalists and Journalism," in December New England Magazine.

### THE SHORTER CATECHISM.

Q. What is Ontario?

A. The chief Province of Canada.

Q. Western Ontario?

A. The richest part of the Province.

It lies west of Toronto, north of Cleveland, and embraces the fertile 250 miles between Detroit and Suspension Bridge. Western Ontario, of which London is the railroad capital, and the "London Advertiser" its prophet, contains nearly one-third of the population of the entire Dominion.

Q. What is the advertising moral?

A. Where the "moral is plain," no need of a pile-driver to rub it in.



### HEADQUARTERS!

That's where you come when you come to us for illustrated Ads.

A difference in material makes a material difference, and your newspaper space is too valuable to be trifled with.

Don't trust bunglers with what should not be bungled.

Pointless reading matter and badly executed cuts are twin abortions—they should be smothered at their birth.

Our "Ads." are catchy—they catch the eye and catch the dollars. They are charged to the muzzle with new ideas; they don't cost much, and they'll pay you better than anything else you can put your money into.

Describe your business when you write to

**THE PICTORIAL LEAGUE,**

Tribune Building,

N. Y. City.



# Jenness-Miller Illustrated Quarterly.

21 EAST 14TH STREET, NEW YORK, }  
3d February, 1892. }

The forms for the March issue will close Feb. 15.

Mrs. Jenness-Miller, who editorially conducts this publication, has arranged to give about a hundred of her interesting lectures between March and June in the chief cities of Arkansas, Texas, New Mexico, Arizona, California, Oregon, Washington, Idaho, Montana, Dakota, Minnesota, Wisconsin, Iowa, Missouri and Illinois. At each of these lectures 1,000 or more copies of this publication will be circulated, all of which will be in addition to the usual subscription list.

We thus offer advertisers a unique method of reaching the homes throughout the whole of the Western States, where the bountiful crops of last season ensure even greater returns than at any former period.

Our advertising rates are 60 cents per line, agate, with the usual deductions for space and time.

The space for advertisements is limited. All applications will be taken in order of receipt. Early attention is therefore advisable to secure a good position.

**BURCHAM HARDING,**

PUBLISHER.

## The Proof of the Pudding

is in the eating. Three months ago we sold **Pittsburg's Most Enterprising Daily** 100 of our Advertising Clocks, and they now **ORDER 400 MORE** like this cut.



PITTSBURG, Nov. 24, 1891.

BAIRD CLOCK CO.:

GENTLEMEN—Your adv. clocks are one of the best mediums we have ever used for bringing THE TIMES to the notice of the public.

Yours very truly, W. H. SELF, Bus. Mgr.  
Send for Catalogue and Price List.

BAIRD CLOCK CO., Plattsburgh, N. Y.

Put  
Them  
On  
Your  
List

Sunday School Times.  
PHILADELPHIA.  
Presbyterian.  
Lutheran Observer.  
National Baptist.  
Christian Standard.  
Presbyterian Journal.  
Ref'd Church Messenger  
Episcopal Recorder.  
Christian Instructor.  
Christian Recorder.  
Lutheran.  
BALTIMORE.  
Baltimore Baptist.  
Presbyterian Observer.



Over 370,000 Copies  
Religious Press  
Association  
Phila

We can help you to a pleasant and profitable acquaintance. The people are cultivated, refined, have pleasant homes to visit, and with the introduction which these old friends of the families can give your reception will be most cordial.

There is no other way equal to it. A postal request will obtain full information.

# The Toledo Blade.

Smallest day's circulation of the daily edition for week ending January 16th:

**13,200.**

Largest day's circulation of same week:

**16,500.**

Circulation of weekly edition:

**115,000.**

For advertising rates in either edition address

**The Blade,**  
TOLEDO, OHIO.

Agents Wanted; EIGHTY per cent profit.

THE RIFANS TABULES regulate the stomach, liver and bowels, purify the blood, are pleasant to take, safe and always effectual. A reliable remedy for Biliousness, Blotches on the Face, Bright's Disease, Catarrh, Colic, Constipation, Chronic Diarrhoea, Chronic Liver Trouble, Diabetes, Disordered Stomach, Disinness, Dysentery, Dyspepsia, Eczema, Flatulence, Female Complaints, Gout, Headache, Headache, Hives, Jaundice, Kidney Complaints, Liver Troubles, Loss of Appetite, Mental Depression, Nausea, Nettle Rash, Painful Digestion, Rush of Blood, Head, Sallow complexion, Sick Head, Stomach Diseases, Tired, Torpid Liver, Water Brash, and every other symptom or disease that results from impure blood or a failure in the proper performance of their functions by the stomach, liver and intestines. Persons given to over-eating are benefited by taking one tabule after each meal. A continued use of the Rifans Tabules is the surest cure for obstinate constipation. They contain nothing that can be injurious to the most delicate. 1 gross \$2, 1/2 gross \$1.25, 1/4 gross 75c., 1-24 gross 15 cents. Sent by mail, postage paid. Address THE RIFANS CHEMICAL COMPANY, P. O. Box 673, New York.



Pimples, Red to the low Corn, Rheum, Scrofula, Eczema, Skin Sour Stomach, Feeling, Ulcers, and every

Cut this advertisement out and show it to your nearest druggist. If he has not the TABULES in stock write and tell us his name and address and exactly what he said and we will send you a sample bottle free.

## FULL-PAGE ADVERTISEMENTS FOR THE American Newspaper Directory FOR 1892.

Publishers of leading and influential papers may have a full-page, illustrated advertisement prepared from special designs or suggestions without additional charge or a deduction of \$25 will be allowed to such a publisher who prepares and furnishes an electrotyped copy of his own advertisement for use in the book.

A full-page advertisement will be assigned a position on right-hand page.

The cost of a full-page advertisement in the next issue of the AMERICAN NEWSPAPER DIRECTORY is

**\$150.**

Every charge to a Newspaper for advertising in the AMERICAN NEWSPAPER DIRECTORY will be allowed to stand until balanced by charges to GEO. P. ROWELL & CO.'S ADVERTISING BUREAU for advertising ordered by them at cash rates, less the usual agents' commission.

An order from a prominent and influential publisher to insert a conspicuous and carefully prepared advertisement of his journal is always taken by the publishers of the DIRECTORY as an encouraging expression of interest and good will.

Such orders are solicited and earnestly desired. Without the advertisements the book would be less than complete.

Address orders to

**GEO. P. ROWELL & CO.,**

PUBLISHERS

**American Newspaper Directory,  
10 SPRUCE ST., NEW YORK.**

AMERICAN NEWSPAPER DIRECTORY for 1892. Twenty-fourth Annual Volume. Will be issued April 1st. Price, Five Dollars.

This work is the source of information on Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the names of all papers in each County, and also shows the geographical section of the State the County is located in.

It also contains many valuable tables and classifications. Sent to any address on receipt of price, by

**GEO. P. ROWELL & CO., Publishers,  
(Newspaper Advertising Bureau),  
10 Spruce St., New York.**

### CIRCULATION RATINGS.

As the most important portion of the information supplied by a mercantile agency consists of a report of the financial strength of the person about whom information is asked, so is the circulation of a newspaper generally considered the point upon which information will be of most value to the advertiser. The greatest possible care is taken to make the DIRECTORY reports correct. Every publisher is applied to systematically. All information is taken in a form which excludes any but definite statements; while every effort is made to protect honest publishers against such as would resort to disingenuous reports to gain an unfair advantage.

TO  
CATCH  
THE  
EYE

of the reader is what most advertisers desire to accomplish.

We prepare attractive advertisements, with or without illustrations, deliver our customer the completed advertisement in the form of an electrotype and charge him in accordance with the time and talent devoted to his order.

**GEO. P. ROWELL & CO.,  
NEW YORK.**

# WHAT IS A SYLLOGISM?

A syllogism is a logical statement, divided into compound parts of major premise, minor premise and conclusion.

## EXAMPLE:

MAJOR PREMISE—Advertising in the best mediums is profitable.

MINOR PREMISE—**HARPER'S BAZAR** is a “best” medium.

CONCLUSION—Advertising in **HARPER'S BAZAR** is profitable.

## RESULTS COUNT.

Are you interested in a medium with a guaranteed and proved circulation of over a million a month, all the year round, giving entirely unequalled results in almost all general lines?

Advertisers now using Allen's Lists claim, and rightly, too, that they are doing a larger business than ever before at this season.

Can we help you out of any difficulty? Perhaps so. We have a faculty of helping those who have not succeeded as they planned. One by one they find out the value there is in Allen's Lists.

Office of **FRED H. SANDER**, Importer,  
Grand Orchestral Music Boxes.  
Six sizes—\$20.00 to \$300.00.  
146 Franklin St.,  
Boston, Mass., January 30, 1892.

*E. C. Allen & Co., Pubs. Allen's Lists, Augusta, Maine:*

**GENTLEMEN**—The reason that I have not given you another order for advertising is largely due to the results from my advertisement in your papers, the replies and sales from same superseding by far my expectations, and making it by long odds the best move I ever made.

Nearly all sizes of my instruments were sold out before the holidays, and, although I had given import order in November last, I am not able to get them in before the first of next month. The large number of orders from Allen's Lists compelled me to send a cable-gram to duplicate my last order, as I have sold nearly the whole of the expected invoice in advance of receiving the goods, and it is on this account that I do not wish to give a further order for my ad., as I wish to catch up with my orders first.

My two-inch ad. brought nearly 1,300 replies, resulting in larger sales than any other mediums, and the replies still coming in at the rate of twenty-five to thirty a day.

Yours truly,

(Signed)

**FRED H. SANDER.**

You will find his advertisements in all the leading gilt-edged advertising mediums in America, but Allen's Lists, as usual, come in ahead.

**E. C. ALLEN & CO., Proprietors of Allen's Lists,  
AUGUSTA, MAINE.**

# ANOTHER TESTIMONIAL

## REGARDING THE VALUE OF

# "GOLDEN DAYS"

## AS AN ADVERTISING MEDIUM.

NATIONAL TYPEWRITER COMPANY,  
BOSTON, Jan. 15, 1892. }

*Publishers of GOLDEN DAYS:*

We are using a long list of the best publications in the U. S. for advertising our New Model Hall Typewriter, and we are keeping a record of the results from such advertising as near as it is possible. We find the GOLDEN DAYS one of our very best mediums; so good, in fact, that we take pleasure in stating that we know of no publication that excels GOLDEN DAYS for general advertising. The circulation appears to be general, for we are in receipt of letters from all parts of the U. S. and Canada.

To say that we are well satisfied with results would not be over-estimating the value we place upon the splendid medium you give advertisers, who are wise enough to appreciate a good thing. Respectfully yours,

NATIONAL TYPEWRITER COMPANY,  
Per JAMES W. HARRIS, Adv. Mgr.

*For rates apply to*

**R. A. CRAIG, Advertising Manager,**

**121 Times Building, - - - - NEW YORK.**

**5 LINES ONE YEAR 300,000 COPIES A MONTH, \$84.00**

**3600,000 COPIES CIRCULATED IN THE YEAR, PROVED**

**IF ORDER IS RECEIVED \* BEFORE MARCH FIRST 1892**

**ADDITIONAL SPACE, AT ANY TIME, SAME RATE**

**THE MAYFLOWER**

**FLORAL PARK**

**NEW YORK**

Malleable iron, under the hammer of the skilled craftsman, is wrought into shapes of beauty and use.

To beat out ideas and weld together words into attractive advertisements is our trade.

Robinson-Baker,  
One, W. 25th St., N. Y. AD-SMITHS.

"Our Way of Looking At It" for a stamp.



**2/5c. PER LINE PER 1000.**

## **ONLY RESULTS COUNT.**

The successful advertiser uses the successful papers, because from them he gets results. That is why

**The Saturday Blade,**

**The Chicago Ledger,**

**The Chicago World,**

have more advertising than any  
other big weeklies in the U. S.

## **400,000 COPIES WEEKLY.**

Over 300 different advertisers are using space in

## **Boyce's List of Big Weeklies**

and any one of them can discontinue at any time  
if it don't pay.

Net Advt. Rate, \$1.60 per line for the 3 papers. Circulation proved each week by P. O. Receipts.

NOTE.—THE SATURDAY BLADE has the largest circulation of any weekly newspaper in the U. S.

*Apply for space to any Agency, or to*

**W. D. BOYCE, Chicago, Ill.**

# LAND! LAND!!

## DO YOU WANT

# IMMIGRATION



Since 1887 6046 desirable Immigrants  
settled on land bought through  
the influence of "THE EMIGRANT."

GUARANTEED  
CIRCULATION, 41,000.  
IN EUROPE, 16,000.

REAL ESTATE ADVERTISERS MUST GIVE SATISFACTORY REFERENCES.

THE EMIGRANT PUBLISHING CO.,

PUBLISHERS OF

## "THE EMIGRANT"

(ENGLISH AND GERMAN).

Devoted entirely to Immigration.

38 BROADWAY, NEW YORK CITY.



# The Philadelphia Item.

## A SPLENDID SHOWING.

Remarkable growth of THE ITEM—Daily, Sunday and Weekly. THE ITEM now has five (5) Magnificent Hoe Quadruple Presses—the largest "Plant" in America. THE ITEM also owns and runs Thirty-three (33) Wholesale Rapid Delivery Wagons—the only paper in Philadelphia that does so. Two separate Buildings are necessary to do our work—THE ITEM Main Building, 28 S. Seventh St., and THE ITEM Annex, 711 Jayne St.

	JAN.	FEB.	MARCH.	APRIL.	MAY.	JUNE.	JULY.	AUG.	SEPT.	OCT.	NOV.	DEC.
1	174,380	176,400	178,900	182,600	178,680	180,070	180,280	180,600	180,600	182,000	184,200	184,000
2	174,280	176,300	178,800	182,500	178,580	179,880	179,800	180,150	180,150	182,000	184,200	184,000
3	174,180	176,200	178,700	182,400	178,480	180,000	180,180	180,480	180,480	182,000	184,200	184,000
4	174,080	176,100	178,600	182,300	178,380	180,000	180,080	180,380	180,380	182,000	184,200	184,000
5	173,980	176,000	178,500	182,200	178,280	180,000	180,000	180,280	180,280	182,000	184,200	184,000
6	173,880	175,900	178,400	182,100	178,180	180,000	180,000	180,180	180,180	182,000	184,200	184,000
7	173,780	175,800	178,300	182,000	178,080	180,000	180,000	180,080	180,080	182,000	184,200	184,000
8	173,680	175,700	178,200	181,900	177,980	180,000	180,000	180,000	180,000	182,000	184,200	184,000
9	173,580	175,600	178,100	181,800	177,880	180,000	180,000	180,000	180,000	182,000	184,200	184,000
10	173,480	175,500	178,000	181,700	177,780	180,000	180,000	180,000	180,000	182,000	184,200	184,000
11	173,380	175,400	177,900	181,600	177,680	180,000	180,000	180,000	180,000	182,000	184,200	184,000
12	173,280	175,300	177,800	181,500	177,580	180,000	180,000	180,000	180,000	182,000	184,200	184,000
13	173,180	175,200	177,700	181,400	177,480	180,000	180,000	180,000	180,000	182,000	184,200	184,000
14	173,080	175,100	177,600	181,300	177,380	180,000	180,000	180,000	180,000	182,000	184,200	184,000
15	172,980	175,000	177,500	181,200	177,280	180,000	180,000	180,000	180,000	182,000	184,200	184,000
16	172,880	174,900	177,400	181,100	177,180	180,000	180,000	180,000	180,000	182,000	184,200	184,000
17	172,780	174,800	177,300	181,000	177,080	180,000	180,000	180,000	180,000	182,000	184,200	184,000
18	172,680	174,700	177,200	180,900	176,980	180,000	180,000	180,000	180,000	182,000	184,200	184,000
19	172,580	174,600	177,100	180,800	176,880	180,000	180,000	180,000	180,000	182,000	184,200	184,000
20	172,480	174,500	177,000	180,700	176,780	180,000	180,000	180,000	180,000	182,000	184,200	184,000
21	172,380	174,400	176,900	180,600	176,680	180,000	180,000	180,000	180,000	182,000	184,200	184,000
22	172,280	174,300	176,800	180,500	176,580	180,000	180,000	180,000	180,000	182,000	184,200	184,000
23	172,180	174,200	176,700	180,400	176,480	180,000	180,000	180,000	180,000	182,000	184,200	184,000
24	172,080	174,100	176,600	180,300	176,380	180,000	180,000	180,000	180,000	182,000	184,200	184,000
25	171,980	174,000	176,500	180,200	176,280	180,000	180,000	180,000	180,000	182,000	184,200	184,000
26	171,880	173,900	176,400	180,100	176,180	180,000	180,000	180,000	180,000	182,000	184,200	184,000
27	171,780	173,800	176,300	180,000	176,080	180,000	180,000	180,000	180,000	182,000	184,200	184,000
28	171,680	173,700	176,200	179,900	175,980	180,000	180,000	180,000	180,000	182,000	184,200	184,000
29	171,580	173,600	176,100	179,800	175,880	180,000	180,000	180,000	180,000	182,000	184,200	184,000
30	171,480	173,500	176,000	179,700	175,780	180,000	180,000	180,000	180,000	182,000	184,200	184,000
31	171,380	173,400	175,900	179,600	175,680	180,000	180,000	180,000	180,000	182,000	184,200	184,000
32	171,280	173,300	175,800	179,500	175,580	180,000	180,000	180,000	180,000	182,000	184,200	184,000
33	171,180	173,200	175,700	179,400	175,480	180,000	180,000	180,000	180,000	182,000	184,200	184,000
34	171,080	173,100	175,600	179,300	175,380	180,000	180,000	180,000	180,000	182,000	184,200	184,000
35	170,980	173,000	175,500	179,200	175,280	180,000	180,000	180,000	180,000	182,000	184,200	184,000
36	170,880	172,900	175,400	179,100	175,180	180,000	180,000	180,000	180,000	182,000	184,200	184,000
37	170,780	172,800	175,300	179,000	175,080	180,000	180,000	180,000	180,000	182,000	184,200	184,000
38	170,680	172,700	175,200	178,900	174,980	180,000	180,000	180,000	180,000	182,000	184,200	184,000
39	170,580	172,600	175,100	178,800	174,880	180,000	180,000	180,000	180,000	182,000	184,200	184,000
40	170,480	172,500	175,000	178,700	174,780	180,000	180,000	180,000	180,000	182,000	184,200	184,000
41	170,380	172,400	174,900	178,600	174,680	180,000	180,000	180,000	180,000	182,000	184,200	184,000
42	170,280	172,300	174,800	178,500	174,580	180,000	180,000	180,000	180,000	182,000	184,200	184,000
43	170,180	172,200	174,700	178,400	174,480	180,000	180,000	180,000	180,000	182,000	184,200	184,000
44	170,080	172,100	174,600	178,300	174,380	180,000	180,000	180,000	180,000	182,000	184,200	184,000
45	169,980	172,000	174,500	178,200	174,280	180,000	180,000	180,000	180,000	182,000	184,200	184,000
46	169,880	171,900	174,400	178,100	174,180	180,000	180,000	180,000	180,000	182,000	184,200	184,000
47	169,780	171,800	174,300	178,000	174,080	180,000	180,000	180,000	180,000	182,000	184,200	184,000
48	169,680	171,700	174,200	177,900	173,980	180,000	180,000	180,000	180,000	182,000	184,200	184,000
49	169,580	171,600	174,100	177,800	173,880	180,000	180,000	180,000	180,000	182,000	184,200	184,000
50	169,480	171,500	174,000	177,700	173,780	180,000	180,000	180,000	180,000	182,000	184,200	184,000
51	169,380	171,400	173,900	177,600	173,680	180,000	180,000	180,000	180,000	182,000	184,200	184,000
52	169,280	171,300	173,800	177,500	173,580	180,000	180,000	180,000	180,000	182,000	184,200	184,000
53	169,180	171,200	173,700	177,400	173,480	180,000	180,000	180,000	180,000	182,000	184,200	184,000
54	169,080	171,100	173,600	177,300	173,380	180,000	180,000	180,000	180,000	182,000	184,200	184,000
55	168,980	171,000	173,500	177,200	173,280	180,000	180,000	180,000	180,000	182,000	184,200	184,000
56	168,880	170,900	173,400	177,100	173,180	180,000	180,000	180,000	180,000	182,000	184,200	184,000
57	168,780	170,800	173,300	177,000	173,080	180,000	180,000	180,000	180,000	182,000	184,200	184,000
58	168,680	170,700	173,200	176,900	172,980	180,000	180,000	180,000	180,000	182,000	184,200	184,000
59	168,580	170,600	173,100	176,800	172,880	180,000	180,000	180,000	180,000	182,000	184,200	184,000
60	168,480	170,500	173,000	176,700	172,780	180,000	180,000	180,000	180,000	182,000	184,200	184,000
61	168,380	170,400	172,900	176,600	172,680	180,000	180,000	180,000	180,000	182,000	184,200	184,000
62	168,280	170,300	172,800	176,500	172,580	180,000	180,000	180,000	180,000	182,000	184,200	184,000
63	168,180	170,200	172,700	176,400	172,480	180,000	180,000	180,000	180,000	182,000	184,200	184,000
64	168,080	170,100	172,600	176,300	172,380	180,000	180,000	180,000	180,000	182,000	184,200	184,000
65	167,980	170,000	172,500	176,200	172,280	180,000	180,000	180,000	180,000	182,000	184,200	184,000
66	167,880	169,900	172,400	176,100	172,180	180,000	180,000	180,000	180,000	182,000	184,200	184,000
67	167,780	169,800	172,300	176,000	172,080	180,000	180,000	180,000	180,000	182,000	184,200	184,000
68	167,680	169,700	172,200	175,900	171,980	180,000	180,000	180,000	180,000	182,000	184,200	184,000
69	167,580	169,600	172,100	175,800	171,880	180,000	180,000	180,000	180,000	182,000	184,200	184,000
70	167,480	169,500	172,000	175,700	171,780	180,000	180,000	180,000	180,000	182,000	184,200	184,000
71	167,380	169,400	171,900	175,600	171,680	180,000	180,000	180,000	180,000	182,000	184,200	184,000
72	167,280	169,300	171,800	175,500	171,580	180,000	180,000	180,000	180,000	182,000	184,200	184,000
73	167,180	169,200	171,700	175,400	171,480	180,000	180,000	180,000	180,000	182,000	184,200	184,000
74	167,080	169,100	171,600	175,300	171,380	180,000	180,000	180,000	180,000	182,000	184,200	184,000
75	166,980	169,000	171,500	175,200	171,280	180,000	180,000	180,000	180,000	182,000	184,200	184,000
76	166,880	168,900	171,400									



# WE Solicit a

## Trial Advertisement.

The following publications have advertised liberally and regularly in PRINTERS' INK, and that fact is an indication that their proprietors believe them to be good advertising mediums :

### TRY THEM ONCE.

	Issued.	Circulation claimed.	Price per line.
Comfort.....	Monthly.	1,000,000*	\$5.00
New York Newspaper Union List.....	260 weeklies.	170,000	1.25
Union Printing List of New York.....	140 weeklies.	95,000	.75
New England Newspaper Union.....	145 weeklies.	100,000	.75
Philadelphia Newspaper Union.....	150 weeklies.	119,000	.75
Pittsburgh Newspaper Union.....	170 weeklies.	137,000	.85
Baltimore Newspaper Union.....	150 weeklies.	102,000	.75
Atlanta Newspaper Union.....	223 weeklies.	119,000	1.10
Southern Newspaper Union.....	63 weeklies.	38,000	.30
American Newspaper Union.....	100 weeklies.	82,000	.50
Golden Days.....	Weekly.	123,000	.75
Saturday Night.....	Weekly.	165,000	1.25
Yankee Blade.....	Weekly.	130,000	.75
Woman's Home Journal.....	Monthly.	50,000	.20
Ladies' World.....	Monthly.	300,000*	1.25
Toledo Blade.....	Weekly.	114,000	.75
Rural New Yorker.....	Weekly.	40,000	.30
The Mayflower.....	Monthly.	300,000*	2.00
Sunday School Times.....	Weekly.	156,758	1.25
Presbyterian.....	Weekly.	12,000	.18
Lutheran Observer.....	Weekly.	12,000	.14
National Baptist.....	Weekly.	12,000	.14
Christian Standard.....	Weekly.	14,000	.14
Presbyterian Journal.....	Weekly.	9,000	.10
Reformed Church Messenger.....	Weekly.	8,000	.10
Episcopal Recorder.....	Weekly.	3,000	.08
Christian Instructor.....	Weekly.	4,500	.09
Christian Recorder.....	Weekly.	5,000	.06
Lutheran.....	Weekly.	3,000	.06
Baltimore Baptist.....	Weekly.	4,000	.06
Presbyterian Observer.....	Weekly.	4,000	.06
New York Christian Advocate.....	Weekly.	52,000*	.30
London Advertiser.....	Daily.	7,500	.15
Vick's Magazine.....	Weekly.	22,500	.10
Harper's Bazar.....	Monthly.	300,000*	1.25
Arthur's Home Magazine.....	Weekly.	25,000*	.30
Scribner's Magazine.....	Monthly.	130,000*	1.40
New York Ledger.....	Weekly.	200,000	1.50
Agents' Guide.....	Monthly.	75,000	.30
Chicago Saturday Blade.....	Weekly.	240,000*	1.00
Chicago Ledger.....	Weekly.	110,000*	.50
Chicago World.....	Weekly.	55,000*	.50
Printers' Ink.....	Weekly.	50,000*	.75

\* "Circulation Guaranteed and Proved."

**Total,**  
**Price for all combined, per line,**

4,579,758

**\$30.95**

### An Advertisement

THIS SIZE  
INSERTED ONCE  
IN ALL THE ABOVE  
FOR A \$300 CHECK.

We quote a handsome discount for a liberal advertisement to be inserted ONCE, you to send a check with the order in full settlement.

Address, **Rowell Advertising Company,**

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## Miscellanies.



"A STANDING ADVERTISEMENT."

—Puck.

In spite of all news items to the contrary, the oldest inhabitant is never dead.—*Puck*.

**The Worm Turns.**—Editor: There are not enough feet in this line, sir.

Poet—Feet, sir! Feet! I don't sell it by the foot. It's a poem—not a cord of wood.—*Life*.

We shall never smile again until we exchange photographs with the young man that put shoemaker's wax on the benches of the front portico of this office.—*Easton Free Press*.

Editor—Well, sir, did you interview that woman as I directed?

Reporter—I saw her, but she refused to talk.

Editor (startled)—Was she dead?—*Detroit Free Press*.

**A Successful Show.**—First Circus Man: How do you manage to fill your show with only six performers?

Second Circus Man—I carry twelve bill-posters.—*New York Weekly*.

Stokes—Those literary fellows are a jealous lot. They say that Howells doesn't think much of Dickens.

Maltby—Yes; and Dickens didn't have a chance to think *anything* of Howells.—*Life*.

The humorist makes game of the boarding-house keeper, but she gets even with him by charging in advance for what she gives and paying on time for what she buys. That's something he can't do.—*Puck*.

Mrs. X.—Going to church, Thomas?

Mr. X.—Yes, as soon as I finish this Sunday paper.

Mrs. X.—Goodness! There isn't any service to-morrow, my dear!—*Life*.

**Well Named.**—Tutor: There's a reason for all things, Mr. Scrabble. Why was Sidonius called Apollinaris?

Scrabble, '95—I suppose it was because he was a poet of the first water.—*Puck*.

As a matter of good form, the contributor to the newspaper now accompanies his manuscript with a note assuring the editor that this submission of the poem to him does not necessarily imply any lack of merit on his—the editor's—part.—*Boston Post*.

**No Chance.**—Rural Editor: What sort of an opening is there for a paper in this town?

Native—None at all, stranger. We've got a grocery, two dressmakers and a tavern, and what news they leave over ain't worth mentioning.—*N. Y. Truth*.

One of the Hampton pupils, a young negro, wrote to request the editor of a local paper to publish an account of an address he had made, and began his letter as follows: "Knowing your mediocrity to be of the most distinguished calibre, I respectfully solicit," etc.—*Harper's Bazar*.

The editor of the *Republican* at Burlington, Kan., thus makes an important announcement: "The editor of this paper, Grover Cleveland and Prince Henry of Battenberg, the husband of Queen Victoria's youngest daughter, have had additions to their families within the last few weeks. It is a great year for the aristocracy."

**At the Amateur Performance.**—Miss Hawkins: I have enjoyed your play very much, Mr. Scribbler.

The Amateur Author—Thank you, Miss Hawkins. Praise from you is worth striving for.

Miss Hawkins—Oh not at all, Mr. Scribbler. My judgment is invariably bad.—*Harper's Bazar*.

**Contemporary Journalism.**—First Newspaper Reader: What is your paper?

Second Newspaper Reader—The *Firmament*.

First Newspaper Reader—It won't compare with the *Solar System*.

First N. R.—Bah! The *Solar* didn't give any details about Peffer's whiskers being trimmed.

Second N. R.—Yes, but it announced exclusively Blaine's Turkish bath last night.—*Life*.

In the beginning, Mr. Theophilus L. Globster made a present of \$25 worth of toys to the orphan asylum.

And *The Daily Bugle* credited the kind deed to Theodore Globster.

And *The Evening Radiator* gave the honor to Thomas Gloster.

And *The Semi-Weekly Eaglet* gave great praise to "our esteemed fellow-citizen, Mr. T. G. Lobster."

It came to pass that Mr. Globster read the *Bugle*, the *Radiator* and the *Eaglet*, and saw what liberties had been taken with his hitherto untarnished name.

And in his righteous wrath and mortification he sought the illusory consolation of the bowl and waxed uproarious and bellicose, until the law's minions were compelled to confine him for a time, and in due course he was adjudged of the cadi.

And the *Bugle*, the *Evening Radiator* and even the *Semi-Weekly Eaglet*, announced with a unanimity of correctness:

"Theophilus L. Globster, drunk and disorderly, \$10.95."—*Indianapolis Journal*.